Sales Management

THE MAGAZINE OF MARKETING



Lever's Lipscomb: He's out to make the Big Three into the Big Four. Page 37.

ANK IN POPULATION, RETAIL SALES, INCOME:
LL CITIES WITH SALES $20 MILLION AND OVER
– NEW MARKET GUIDES FOR THE SALES MANAGER

A BILL BROTHERS PUBLICATION

FIFTY CENTS NOV. 10 • 1951



One-Stop Service

- Convention Plans
- Motion Pictures
- Meetings Packages
- Television Commercials
- Demonstration Devices
- Screen Advertising
- Skits
- Cartoon Comedies
- Training Manuals
- Slidefilms
- Pictorial Booklets
- Transparencies
- Slides
- Film Distribution
- Turnover Charts
- Meeting Guides
- Tape Recordings
- Disc Recordings
- Promotion Pieces
- Poster Charts
- Banners
- Training Devices
- Quiz Materials
- Speech Coaching
- Pageants
- Stage Presentations
- Portable Stagettes
- Meeting Equipment
- Projection Service
- Technicolor Productions
- Field Surveys
- Convention Supervision

The successful department store is designed to do an efficient, highly organized merchandising job. It must provide *seeable* customer savings . . . coordinate its countless services under one management . . . operate under one roof.

The Jam Handy Organization is run this way. From a single central headquarters it makes available a *specialized* service for practically every "visual" and film advertising need.

If you want to save money on your next sales promotion activity, training program, consumer selling promotion, or special sales meeting, it will pay you to look at this list of Jam Handy products and services.

This time-cutting, cost-saving type of One-Stop Service provides a single source of supply, a single accounting, a single responsibility . . . eliminates costly confusion and duplication of effort. For quick, sure One-Stop Service, write or phone—

The
JAM HANDY
Organization

Offices → NEW YORK 19 1775 Broadway • WASHINGTON 6 1730 H. Street, N. W. • DAYTON 2 310 Talbott Bldg. • DETROIT 11 2821 E. Grand Blvd. • PITTSBURGH 22 930-932 Penn Ave. • CHICAGO 1 230 North Michigan Ave. • LOS ANGELES 2 7046 Hollywood Blvd.

PRE-SELL NEW YORK HOUSEWIVES BEFORE THEY GO TO MARKET



Sell your brand name through the Journal-American . . . New York's outstanding food shopping guide

THE "Please Serve Yourself" method of merchandising . . . and the increasingly intense competition for display space in retail outlets . . . make it necessary for you to pre-sell your products and brand name.

In New York the best place to pre-sell is in the Journal-American . . . where housewives know that week after week they will find the largest selection of food items advertised by the largest number of food retailers.

During the first nine months of 1951 . . . as in the past eight years . . . these food retailers placed more linage in the Journal-American than in the two other evening newspapers combined; more than in all four morning newspapers combined.

Do as they do! Put your products on the shopping lists of more than 700,000 New York families. Pre-sell for profit with the home-going Journal-American!

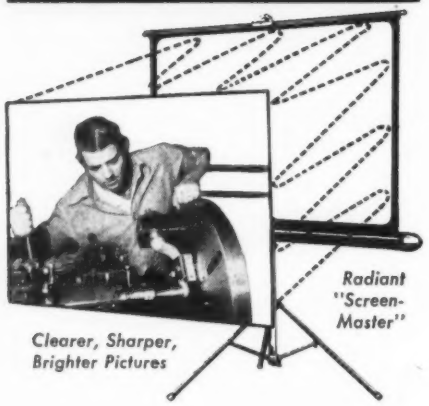
NEW YORK Journal American

AN AMERICAN PAPER FOR THE AMERICAN PEOPLE

A HEARST NEWSPAPER

NATIONALLY REPRESENTED BY
HEARST ADVERTISING SERVICE

More Brilliant Reflection



because of Radiant's million mirror

Glass-beaded screen

Radiant's exclusive process gives you millions of efficient mirrors that reflect light *powerfully* instead of absorbing it. As a result —your pictures fairly leap from the screen with startling realism, added brilliance, new clarity and depth.

A Radiant Screen means a more effective, a more deeply impressive showing always. There's a Radiant Screen for *every* need.

Send for FREE Sample

Ask your dealer for demonstration. Send coupon for *free sample* of Radiant "Million Mirror" screen fabric.



RADIANT
Projection Screens

Radiant Mfg. Corp., 1283 S. Talman, Chicago 8, Ill.
Send me free sample of Radiant "Million Mirror" Fabric—and brochure on Radiant line.
Name _____
Address _____
City _____ Zone ____ State ____
(My dealer's name is _____)

Sales Management

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HERE ARE 3 PRIME TEST MARKETS

NOTHING ELSE-
IS ADEQUATE
ANYTHING ELSE-
IS UNNECESSARY

In these "SEPARATE SECONDARY" markets, outside papers have no influence. To cover these markets — use the home-town papers . . . they get results!

FORT SMITH
ARKANSAS

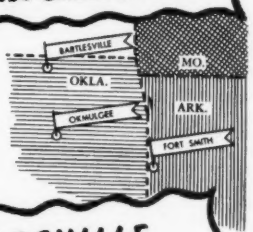
There are nearly a HALF - MILLION people in the Fort Smith market composed of 10 Western Arkansas counties and 4 East-Central Oklahoma counties. Circulation from the OUTSIDE is nil — our papers, published morning, evening and Sunday, work from the inside and penetrate the entire area.

35048 ABC

Southwest American
FORT SMITH TIMES RECORD
Southwest Times Record

BUY IN A PACKAGE

Here are 3 fine, low-cost markets that can be bought —on ONE Order— ONE Billing.



BARTLESVILLE
OKLAHOMA

The Bartlesville Trading Zone is composed of nearly 200,000 people. Effective family buying income is greatest of all Oklahoma secondary markets.

8809 ABC

Bartlesville EXAMINER-ENTERPRISE

OKMULGEE
OKLAHOMA

The Okmulgee Trade Area is composed of over 250,000 people. Industry, oil and agriculture go to make up a market of folks who spend money.

7008 ABC

Okmulgee ***DAILY-TIMES

Owned & Operated by
SOUTHWESTERN PUBLISHING CO.
Don W. Reynolds, Pres.
Represented Nationally by
ARKANSAS DAILIES
SOUTHWEST DAILIES

Curler Turns Out Professional Hairdo

BY GRACE BARBER
Free Press Beauty Writer

There's a clever gadget just out that seems to be outstanding among the many curling devices for amateur hair stylers. Mothers particularly are

PIN CURLS made over the finger and wound from the scalp out, as most women do them, are often loose and scraggly. The beauty operator's curls are tight and even because she starts at the ends of the hair and winds upward in little over-

That was the headline on the story as it appeared in the Women's Pages of The Free Press Oct. 12.



Grace Barber, Free Press Beauty Writer, described this particular curler-gadget for our readers, and put our phone number at the end of the story.



By the day's end, nine hundred seventy-six Detroit women called The Free Press Women's Service Bureau for further information on Miss Barber's find.



"What's that to me" you say?

Just this . . . here's about as concrete a picture as we can draw in this space on what happens to sales messages in The Free Press.

(a) They are read by a loyal, responsive audience in 450,000 Free Press homes.

(b) Response is IMMEDIATE, satisfactory, frequently overwhelming.

If advertising is bought for results (which is elementary) then The Free Press is the newspaper to carry your sales messages to Detroit. MORE RESULTS TO YOU we say, when you use

The Detroit Free Press

JOHN S. KNIGHT, PUBLISHER

Story, Brooks & Finley, Inc., National Representatives

SM

EXECUTIVE OFFICES, 386 Fourth Avenue, New York 16, N. Y. Lexington 2-1760

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P. O. Box 419 — Warwick S. Carpenter

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Member

ABC NBP

November 10, 1951 Volume 67 No. 10



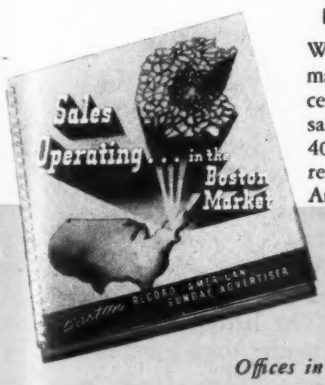
S.S. Pierce became a Boston tradition

seven large stores throughout Greater Boston, and its annual volume in excess of $30,000,000!

In every such business success story, *it's the local touch* that counts. Alert sales executives know this fact, count on complete, reliable local market data to sell nationally advertised goods in local outlets. That's where your Hearst Advertising Service man enters the picture. He has the facts—even down to the neighborhood block—that you need to know to sell the ten major markets with more than half the country's buying power. By calling him *today,* you'll ring up more profits in your local markets *tomorrow!*



WELL-STOCKED, WELL-DISPLAYED counters show some of S.S. Pierce's extensive line of goods . . . over 4,000 items in the grocery department . . . 35,000 items in the perfumery and drug department.



HEARST SALES OPERATING CONTROLS —

We've paced off half-a-million city blocks in 9 great markets to analyze 445,456 stores and 3,037 shopping centers and streets. Result: a *down-to-pavement* guide for sales executives who require the local sales approach to 40 million people who spend $20 billion annually. Already charted: Baltimore, Boston, Chicago, Detroit, Los Angeles, New York, Pittsburgh, San Francisco, Seattle.



GIFT BASKETS AND LIQUOR add substantially to store's volume. S.S. Pierce is Boston's largest importer, one of New England's largest wholesalers of groceries, perfumeries and liquor.

Offices in Principal Cities representing

New York Journal-American	Albany Times Union	Los Angeles Examiner
Baltimore News-Post American	San Francisco Examiner	Chicago Herald-American
Pittsburgh Sun-Telegraph	Detroit Times	Seattle Post-Intelligencer

Boston Record-American Advertiser

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The Human Side

SHOE BOX LUNCH: PENNSY-STYLE

The days of the shoe-box-lunch for long train trips are gone. The dining car really came into its own during the war, with lines of people 200-strong waiting to pay for the privilege of sitting at a Pullman table. Things never got back to normal after the war. The lines are still there, not as long . . . but there. And many a foot-sore traveler, who's stood from Newark to Philadelphia to make the diner, has yearned for the family shoe box. The Pennsylvania Railroad decided to do something about the situation.

After months of planning and speculating, the railroad installed the first automatic, coin-operated machine to dispense food to its coach passengers who either refused to stand in line for the diner or who felt their pocketbooks weren't up to diner standards. The machine, on a NY-DC train, was installed on a 30-day trial, about September 15. And on October 15 the railroad reviewed the history of those 30 days of serve-yourself operations. Results, sales-wise, weren't enough to justify installation of the machines on a wholesale scale. But they were good enough to extend the trial period, and if the idea catches on, plans are to install more machines, on more trains.

To date only one machine has been used. And it brought attendant problems which the Pennsy feels it has licked. For instance: Signs had to be placed in coaches other than the one in which the machine was located, to let people know there was such a service. And the bigger problem of servicing the machines had to be worked out. Now, at regular stops, employes of a subsidiary Pennsy company board the train and fill up the machine. Each day the menu is varied, though selection is naturally limited. At the moment a passenger may take his pick of roast beef, ham or cheese sandwiches, doughnuts, fruit drink, Danish-type pastry, chocolate cake, ice cream, milk, chocolate drink, coffee and assorted candy bars. For 90 cents the customer can get a sandwich, hot drink and dessert, Not exactly cheap, but still easier on the wallet than a dining car meal.

Of course the train which boasts the machine carries, as usual, a dining car. The two operations won't, the Pennsy feels, compete with each other. But everything has been done to make the snack lunches as appealing as possible. Sandwiches and pastries are wrapped in waxed paper and have a little paper plate as part of the package. The coffee is hot; the cold drinks are cold.

And in the short period of operation the Pennsy has found that the No. 1 question it asked itself before installing the machine has been answered, and in the affirmative: People who refused to walk 10 cars to the diner and wait in line *will* walk three.



LET 'EM EAT CAKE . . . or sandwiches . . . or doughnuts. The Pennsy installed this self-serve machine on one of its cars.

JERRY SHOWS 'EM HOW

Seven-year-old Jerry Brittain doesn't know a sales contract from an electronic computer—but Jerry does know that to sell 'em you've got to tell 'em—and the "'em" have to be the right people.

And thereby hangs a tale to make a sales manager sit up and take notice.

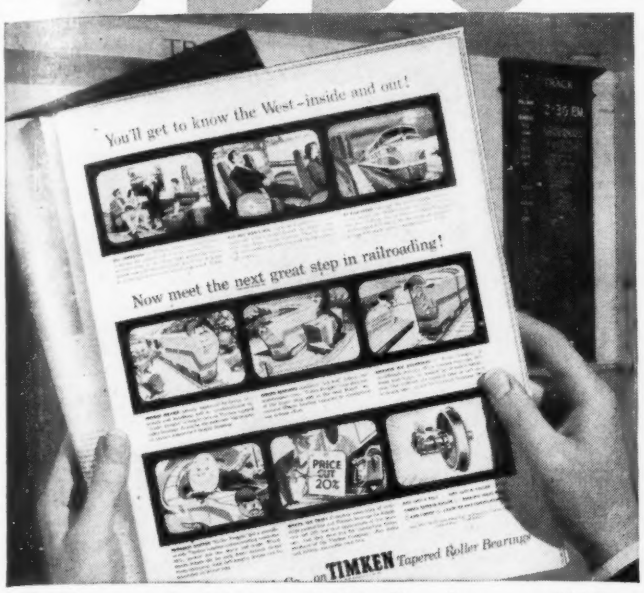
The story starts back in 1946, when Mr. and Mrs. Floyd R. Stamp, Akron, O., developed and patented a frozen sucker mold for home use. Made of plasticized rubber, the mold had only to be filled with chocolate or sweetened milk, fruit juices, soft drinks, or beverage powder mixtures and placed in the freezing compartment of a home refrigerator to produce frozen suckers that would pop right out—complete with wooden handles.

Two years of trying to market the mold through stores were two years of fruitless labor. So the Stamps decided to ask P. W. Brittain of The Brittain Products Co., an Akron sales organization, to give them some help.

They gave Brittain exclusive sales right to their invention—all of their problems, too. Chiefly, these were: Only

BBDO Newsletter

1. Out of Hiding
2. Persistence Pays
3. Blanket Coverage
4. Groucho Sent Me



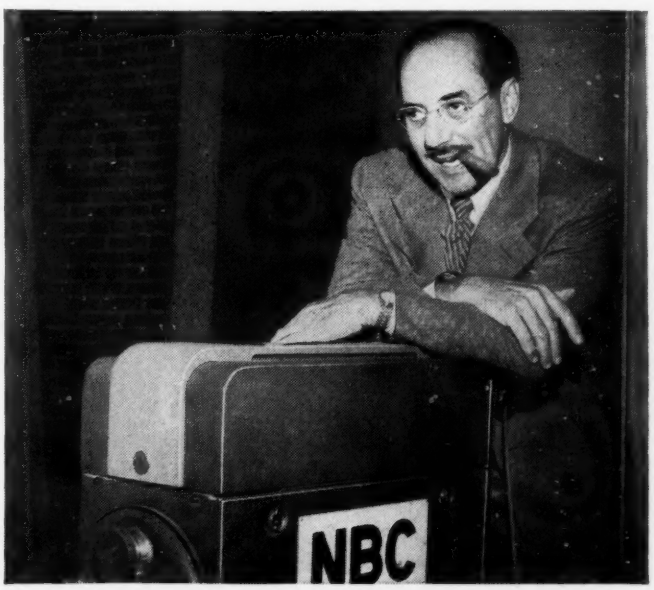
1 "Name trains" bring a "hidden" product out of hiding in this national campaign which undertakes to spark an industrial revolution by urging adoption of roller bearings for freight cars. Prepared by BBDO Cleveland for The Timken Roller Bearing Company, copy combines interest for the public with hard sell to railroads. Readership reports, letters, comments and *orders* show it reaches both targets.



2 Back in 1943, Community Silverplate started a new advertising campaign directed to the bride-age girl and featuring her favorite illustrator. There have been some small changes introduced from time to time, but the basic plan has never varied. This persistence has been well rewarded. Community has today become not only the bride's favorite, but America's best-selling silverplate.



3 This advertising for North Star blankets—with its story-telling pictures and human-interest copy—has a particular appeal for the about-to-be-married. (Repeated surveys show that fleecy, cloud-light North Star is the bride's favorite.) But since more than half of all blankets are bought as gifts, it's gratifying to report that the series is making a big hit with fond friends and relatives, too.



4 After his weekly rounds of questions, quips and ad libs, funnyman Marx closes "*The Groucho Marx Show—You Bet Your Life*" (Wednesdays, NBC Radio; Thursdays, NBC-TV) with, "Friends, go into your DeSoto-Plymouth dealer's tomorrow, and when you do, tell 'em Groucho sent you." The phrase has caught on. Dealers report more and more motorists hail them with, "Groucho sent me!"

BATTEN, BARTON, DURSTINE & OSBORN, INC. *Advertising*

NEW YORK • BOSTON • BUFFALO • CHICAGO • CLEVELAND • PITTSBURGH • MINNEAPOLIS • SAN FRANCISCO • HOLLYWOOD • LOS ANGELES • DETROIT

mild interest among retailers and a nagging manufacturing cost problem that made a reasonable price for the mold almost impossible.

In two years, progress could be measured with a micrometer. So the Stamps decided they wanted out. They sold their patent, all master molds and all headaches to Brittain. He bought them because he believed the frozen sucker mold was a comer. And when he had time he would figure out how to make it pay off.

His figuring resulted, first, in lining up a dependable source of supply to produce the molds at a substantially lower cost. Armed with a price story which showed retailers how they could make a profit, Brittain enjoyed some success selling to chain and variety stores. But it took hours of salesmanship to try to convince them that kids would buy the mold—and more of them remained unconvinced than convinced.

While Brittain was beating the bushes with only mediocre success, his seven-year old son, Jerry, was doing a land-office business right in his own neighborhood. Jerry's method: To walk around with a frozen sucker in his hand until he met a neighbor's child. Then the conversation went something like this:

Child: "Where d'ja get the frozen sucker?"

Jerry: "I made it."

Child: "Yeah!—I'll betcha bought it!"

Jerry: C'mon to my house and I'll show you."

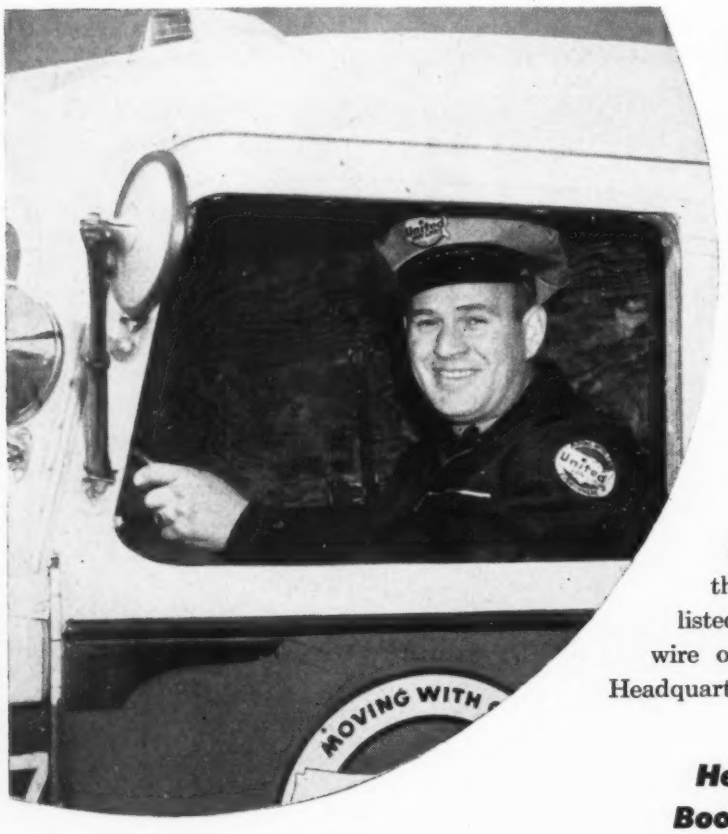
The demonstration took less than a minute—and sent the neighbor's child rushing home to badger his mother for 39 cents "to buy one of Jerry's frozen sucker molds."

Jerry's method was so successful that he often sold more molds in a week than his father did. His father followed more orthodox sales avenues. But not for long—because Brittain soon realized what Jerry knew instinctively: To sell 'em, you've got to tell 'em—and the "'em" have to be the right people—kids!

However, Brittain couldn't go around with a frozen sucker in his mouth, playing Pied Piper to the world's kids. To achieve the same results, he turned to the dairy field, and sold dairymen the idea of offering his mold to children as a premium with the purchase of chocolate drink, orange juice.

The result has been little short of sensational. Since July, 1951, Brittain has sold almost a million molds—with more and more dairies, orange juice firms, and flavor manufacturers clamoring to get on the band wagon. And he has plans to branch out into other food fields where youngsters are the important buyers. Heavy advertising by the dairies, beamed directly at children, is doing what Jerry showed his Dad had to be done: To sell 'em, you've got to tell 'em.

Meanwhile, young Jerry is looking around for more worlds to conquer.



It's the Man on the Van Who Counts

When you turn over a moving job to a United Van Lines agent, you know he will *Pre-Plan* your move to eliminate troublesome details. But after the planning, it's the *Follow-Thru* which counts. And that's exactly what United man on the van does!

It's a great relief for busy executives to know their moves are in good "hands" as well as in our clean, Sanitized vans. When in need, call the friendly, capable United agent listed in your Classified Directory or wire or write United Van Moving Headquarters, St. Louis 17, Mo.

United Sanitized MOVING VANS

Helpful Book, Free!

United Van Lines, Inc.
St. Louis 17, Mo.
Without obligation, please send your 20-page Picture Book, "Moving with Care Everywhere"... with helpful moving ideas.
NAME_____
FIRM_____
ADDRESS_____
CITY_____ STATE_____

United VAN LINES, INC.
Moving With Care Everywhere . . . Over 400 Agents in U. S. and Canada

People and their Ideas



CHAMPION'S LEIGHTY

New Sales Jobs

Promotion of four top executives, in four cities, has been announced by Heppenstall Co.: **John P. Roche,** v-p and general sales manager, has been promoted to executive v-p; **Harry O. Lang,** v-p of Heppenstall Co., Detroit, a subsidiary company, will succeed Roche; **Raymond T. Porter,** eastern sales manager, will take over Lang's duties, and **George H. Wurster** has been named eastern sales manager . . . **Martin L. Scher** has been named national s.m. for The Emerson Radio and Phonograph Corp. . . . New director of sales and advertising for Nion Corp. is **Walter W. Ross** . . . **Renshaw Smith, Jr.,** has been appointed v-p in charge of trade sales for Vita-Var Corp. . . . Champion Spark Plug Co. has elected **O. C. Leighty** sales manager . . . **George Harris** has been named as an assistant national sales manager of Philip Morris & Co., Ltd., Inc. . . . **K. E. (Jack) Gugger** is the new general s.m. for Burlington Brewing Co. (Van Merritt Beer) . . . **Stanley G. Fisher** has been named to direct sales of Electric Housewares Division, Landers, Frary & Clark . . . **N. H. Arnold** has been elected sales manager of Standard Railway Equipment Manufacturing Co.



". . . Age, in itself is no virtue. What really counts in shareholder relations is the progress made over the years in bringing the owners into more direct contact with the company and in keeping them fully informed of the problems of the company in which they have invested their savings." Paul W. Johnston, president, Erie Railroad Co., speaking. He accepted the Gold Oscar, presented by *Financial World*, for the best 1950 annual report.



U. S. TIME'S CHURCH

. . . and other executive appointments

A woman has walked off with the advertising manager's post at The United States Time Corp. She's **Mary Ellen Church** . . . **Donald E. Hess,** v-p in charge of merchandise, Wilson Brothers, has been transferred to the Chicago office, will assume the additional duties of advertising manager . . . **Harold W. Morris** has been elected v-p of Schenley Distillers, Inc. . . . **Thomas K. Taylor** has been promoted to v-p, Trans World Airlines, Inc. . . . **William K. Whiteford** has been made a director and executive v-p for Gulf Oil Corp. . . . **Don V. Petrone** is the new executive v-p and **John E. York** is the new sales manager for Typhoon Air Conditioning Co., Inc. . . . New advertising director of Pabst Brewing Co. is **Richard H. Hehman** . . . **A. M. Bruninga** has been appointed manager of the Advertising and Sales Promotion Department, American Central Division, Avco.

More Horses

Industrial advertising can play a vitally important role today in helping to boost America's industrial productivity, believes G-E's **J. S. Smith** (manager of advertising and sales promotion for the company's Apparatus Sales Division). Said he, at a meeting of National Industrial Advertisers Association, Rochester: "Every American worker has seven and one-half electric horsepower to help him—more than seven times as much as his Russian counterpart." But, he asked, "Why must we be content with seven horsepower? Why not make it 10—20—100?"



BURLINGTON'S GUGGER

Blueprint

"Your sales territories should be set up on a measurable basis—through the development of buying power indices, outlets, number of accounts, or some statistical measure. Or you may actually compute your work load on the basis of number of accounts of varying size and the number of calls required by each size classification and then compute how much one man can handle, leaving some margin for prospect calls." From an address by **Robert F. Dick,** Illinois Tool Works, at the Eighth Annual Conference of Sales Managers, sponsored by The Ohio State University.

Tour of Inspection

Cincinnati's Chamber of Commerce recently staged its second annual "Business-Industry-Education Day." It invited local educators to watch the construction of a modern commercial truck-trailer at the shops of Trailmobile, Inc. The company played host at lunch, led a seminar on such topics as "Where the Money Goes," "Trends in Transportation," etc. The event was part of a plan-for-the-day, with 80 Greater Cincinnati companies playing host to more than 1,600 educators. **Joseph O. Young,** Trailmobile's branch sales manager helped plan the event.



Champion Spark Plug
SELLING AIDS FOR STORE AND STATION
(A-BOARD POSTERS, WINDOW POSTERS, MOUNTED CARDS, AND EASEL CARDS)



Church & Dwight Cookbook
CONSUMER RECIPE BOOK



Western
INSIDE STORE AND WINDOW DISPLAY

Merchandising Impact



Winchester
SALES CATALOGUE AND MAGAZINE INSERTS

. . . from the Facts from Forbes

Leave it to Forbes to score a hit! Whether you're reaching your customers and prospects through 24-sheet posters or booklets, point-of-purchase displays or recipe books, calendars or inserts, you can depend on Forbes' long record of performance-proved experience.

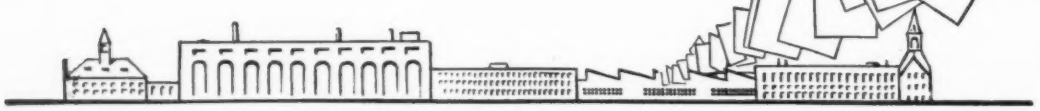
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CHRISTMAS SEAL SALE BEGINS NOVEMBER 19th

John Hancock Booklets
HEALTH BOOKLETS







FORBES
LITHOGRAPH CO., BOSTON *Delivers Merchandising Impact*
NEW YORK · CHICAGO · CLEVELAND · ROCHESTER, N. Y.

NEWS YOU CAN USE

The fact that "U. S. News & World Report" devotes itself entirely to "news you can *use*" pretty well defines its class market. The only persons who can really *use* the news are people of responsibility . . . men and women of means (average income over $13,000), of decision (four out of five in business and industry), who read this news at home (80% home readership).

Class News Magazine

"U. S. News & World Report" is not a review, nor a condensation of what has happened, but *original* news of consequence to the business, life, and income of important people. Perfect climate for sales messages to the decision makers in every level of American industry—manufacturing, construction, transportation and communications, public utilities, finance, wholesale and retail trade, industrial services, government and the professions.

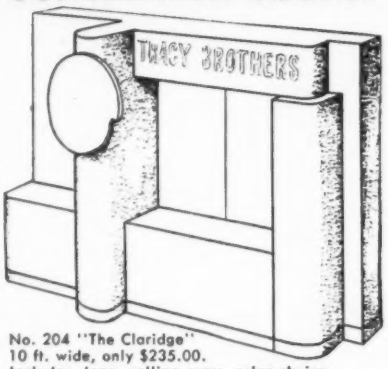
magazine

U.S. News & World Report

First in its field in 1951
IN PERCENTAGE CIRCULATION GROWTH

First in its field in 1951
IN PERCENTAGE ADVERTISING GROWTH

CAPEX PREFAB EXHIBITS LOWER CONVENTION COSTS!



No. 204 "The Claridge"
10 ft. wide, only $235.00.
Includes: logo; selling copy; color choice.

You can be "last in, first out" with a Capex Prefab Exhibit. Goes up in 20-60 minutes; light weight permits air expressing for a fraction of freight costs on "dead-weight" exhibits; can be re-used 6 to 12 times; crates can be stored in booth—no waiting for disassembly.

Write today for FREE portfolio of sketches.

Capex PREFAB EXHIBITS
...they just look expensive

CAPEX COMPANY, INC.
621 South Blvd. • Evanston, Illinois

In St. Petersburg, Florida

1 Will Get You

Almost anything you want!

It's SO TRUE! No outside newspaper has 500 daily average in this, Florida's fastest growing market.

It's SO TRUE! Each month means a NEW RECORD in circulation for the St. Petersburg TIMES.

It's so TRUE! Readers READ and Business People ADVERTISE in the TIMES to the point where, for the 1st 8 months of 1951, we are 12th in the U.S. among the FIRST 50 a.m. papers in RETAIL. (Media Records-Sept. 51)

ST. PETERSBURG—FLORIDA
DAILY TIMES SUNDAY

Represented by
Theis & Simpson Co. Inc.
New York Detroit Chicago Atlanta
V. J. Obenauer, Jr. in Jacksonville, Florida

The Scratch Pad

BY T. HARRY THOMPSON

A steady correspondent says it's a toss-up whether to be old and bent or young and broke.

•

Sign on a honeymoon-car: "Till Draft Do Us Part!"

•

Ike Cibula says the bird with the largest bill is not the pelican but the *stork*. He further divides the two-party political system into the appointed and the disappointed.

•

Epitaph for a dentist: "Filling His Last Cavity."

•

I didn't make a million this year. Well, I'd have had to kick back $858,548 of it anyhow.

•

A few writers still talk about "kicking over the traces." That analogy should have gone out with the whip-socket.

•

Things sometimes change for the better. Western Union now gives you 15 words instead of 10 to start with in a straight telegram, 50 words instead of 25 to start with in a night-letter.

•

To a careless driver, a telegraph-pole becomes a magnetic pole.

•

HEADLINE PARADE

The one for the road.—*Lee Tires.*

Cupid ain't stupid!—*Merry Hill Lodge.*

Rita Files for Divorce, Asks No Aly Money.—*The Philadelphia Inquirer.*

•

Borden's chemical division is out with a new polyvinyl-resin household glue, Elmer's Glue-All. Replaces Cascorez, curtailed through materials shortages.

As a source of Vitamin C, there's more to grapefruit than meets the eye.

•

A Miami swimming-pool is a good place to soak the rich.

•

The least palatable of jams is the traffic-jam.

•

A sign-painter's gold leaf, I presume, is gilt-by-association.

•

Cigarette competition seems to have settled down to the call of the mild.

•

A gabby barber is one who refuses to strop, look, and listen.

•

A booster makes more friends than a boaster.

•

I like that definition of feminine conversation: Who, what, when, and wear.

•

Tessie O'Paque thinks a "sulky racer" is a grouch.

•

Eliminating the studio audience from radio and TV shows would come under the head of stopping the claque.

•

WINESAP: A guy who takes one too many.

•

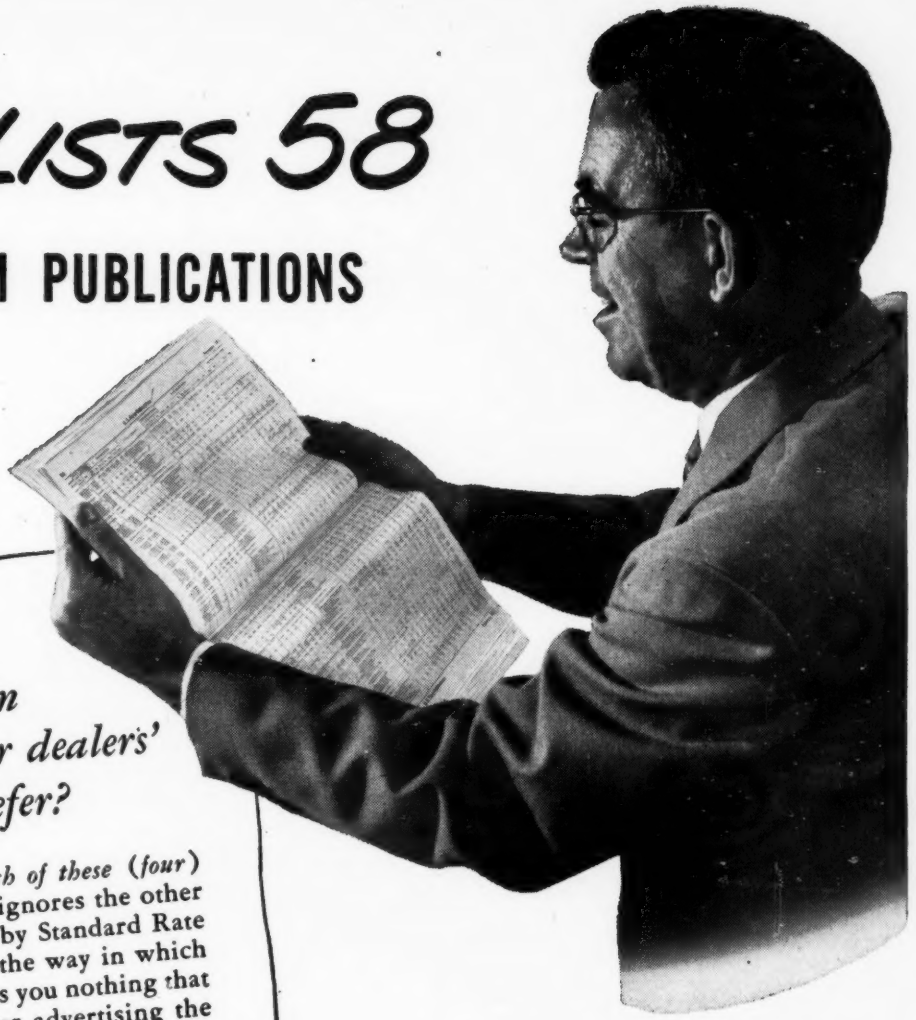
Congressmen should make good pets, being House-broken.

•

No, Myrtle; a zoo-keeper isn't necessarily a panda-handler.

SRDS* LISTS 58

NOT 4 FARM PUBLICATIONS



THE QUESTION IS:

Which of All farm publications do your dealers' customers prefer?

A survey which asks: *"Which of these (four) magazines do you like best?"* ignores the other 54 farm publications listed by Standard Rate & Data Service. Obviously, the way in which the question was framed tells you nothing that will help you select for your advertising the publications farmers prefer. Chances are none of the four was his favorite publication.

The only fair question is the wide open question: *"Which of all farm publications do you prefer?"*

4,617 Midwest farm families were asked to name the one farm publication they would take if they could have only one. Let's look at the record:

42.2% (1950 families) chose	Midwest Unit Papers
12.5% (575 families) chose	Farm Magazine "A"
11.7% (541 families) chose	Farm Magazine "B"
8.7% (402 families) chose	Farm Magazine "C"
4.3% (199 families) chose	Farm Magazine "D"

LOCALIZED MIDWEST FARM PAPERS ARE 3-TO-1 CHOICE OVER ANY "NATIONAL"!

Since nearly half of the Midwest farm families surveyed *prefer* their local farm papers, your advertising will get more attention—and sell more—in Midwest Unit Farm Papers. Buy the Unit. One order, one plate, one bill and a substantial saving in rates.

*Refer to the state-by-state circulation breakdown of all U. S. farm publications whose figures are certified by the Audit Bureau of Circulation...in the FARM PUBLICATION section of STANDARD RATE AND DATA SERVICE.



MIDWEST *Farm Paper* UNIT

NEBRASKA FARMER • PRAIRIE FARMER • THE FARMER • WALLACES' FARMER & IOWA HOMESTEAD • WISCONSIN AGRICULTURIST AND FARMER

MIDWEST OFFICES AT: 250 Park Ave., New York; 59 E. Madison St., Chicago; 542 New Center Bldg., Detroit; Russ Bldg., San Francisco; 1324 Wilshire Blvd., Los Angeles.

do you get the Brush-off?



Flying Tiger **AIR FREIGHT** always

TRAVELS FIRST-CLASS 365 DAYS OF THE YEAR

Passengers, mail or express never take precedence over your freight when you ship via Flying Tiger... air freight is our exclusive business... that's why your shipments aren't off-loaded... that's why they arrive on schedule.

REMEMBER... AIR FREIGHT IS NOT AIR EXPRESS
...IT'S A LOT CHEAPER AND AS FAST OR FASTER

Compare these representative, low eastbound rates... ask how they apply to your products. In many cases Flying Tiger rates are lower than rail express.

Sample 100 lb. rates from West Coast to...	Chicago	Detroit	Cleveland	Philadelphia	New York-Newark	Boston
Flying Tiger AIR FREIGHT	$10.50	$12.00	$12.30	$14.40	$14.70	$15.60
Air Express	55.00	64.60	67.80	77.40	77.40	77.40
Air Parcel Post	72.03	80.00	80.00	80.00	80.00	80.00

Industries everywhere are expanding their distribution sales and service with fast economical Flying Tiger Air Freight. Keep up with your air-freight-minded competition—ship Flying Tiger Air Freight.

HOW TO SAVE 10 WAYS WITH AIR FREIGHT

1. Little or no crating.
2. Lowest record for loss and damage.
3. Lower insurance cost.
4. Highest insurance protection.
5. Reduced warehousing.
6. Lower inventories.
7. Faster turnover of capital.
8. Overnight service on products and parts across the nation.
9. No terminal tie-ups.
10. Door-to-door delivery.

Get your copy of the new booklet "Industry Ships Air Freight"—just call your nearest representative or write to...

Flying Tiger Line Inc.

GENERAL OFFICES
LOCKHEED AIR TERMINAL
BURBANK, CALIFORNIA

Agents in principal cities throughout the world.

FLYING TIGER...
...a better way of shipping,
a better way of buying,
a better way of selling,
anywhere, any time, anything.

A SCHEDULED AIR LINE... WORLD'S LARGEST OPERATOR OF FREIGHT AND CONTRACT AIRCRAFT

In the Gay 'Nineties, a gal used a hatpin to keep the wolves at bay. In automotive circles, this is known as Body & Fender work.

•

That copper strike last Summer, it just occurs, was doubtless settled on an ore-else basis.

•

You can't tell a saint from a sinner by watching to see whether he orders angel cake or deviled crab.

•

PUP TENT: A small doghouse.

•

OWL BUS: The one with the screeching brakes.

•

SHAMROCK: An imitation diamond.

•

Memory Lane: The time, circa 1922, when the account-exec came into the copy-department to say he had just learned that the girls at Wellesley had a custom of serving Whitman's Instantaneous Chocolate in their dorms at nine o'clock each evening, and he thought we could make something of it with a brochure.

I offered a title: "Nine O'Clock and All's Wellesley." The boss, the late "irascible" F. Wallis Armstrong, as *Fortune* once called him, said: "I know who wrote *that!*" But he didn't boo on it in his usual manner. Only catch was, later information gave *Vassar* and not *Wellesley* as the scene of the hot-chocolate ritual!

•

You can "go worry-free on Kellys," a headline tells me. But suppose you're worrying about something besides *tires?*

•

"Process Patented July 30, 1907," says a line of 5-point in a pipe-tobacco ad. Wouldn't the patent have expired in 1924? I always understood patents ran out after 17 years.

•

The American Meat Institute took a page in *Pathfinder* to remind readers how many *medicines* derive from animal sources. Pretty impressive list, too.

•

Wonder if a "loyalty-check" ever bounces?

WKY WINS 81

OUT OF A POSSIBLE 108 DAYTIME AND EVENING RATED PERIODS IN OKLAHOMA CITY



WKY WINS
41 out of 52
Daytime Rated Periods
Hooper Report
Dec. 1950 thru April, 1951

Summary of Daytime "WINS"

	WKY	STA. "B"	STA. "C"	STA. "D"
12:00- 6:00 PM				
Sunday	4*	4	0	3*
8:00- 1:00 PM				
Mon.-Fri.	17*	0	1*	1
1:00- 6:00 PM				
Mon.-Fri.	20	0	0	0
TOTAL	41	4	1	4

*Tie for one quarter-hour

WKY captures 41 of the total 52 Daytime Rated Periods (including Sunday)



Summary of Evening "WINS"

6:00-10:00 P.M.	WKY	STA. "B"	STA. "C"	STA. "D"
Sunday	3	0	4	1
Monday	1	0	6	1
Tuesday	8	0	0	0
Wednesday	8	0	0	0
Thursday	8	0	0	0
Friday	6	0	0	2
Saturday	6*	0*	1	0
TOTAL	40	0	11	4

WKY captures 40 of the total 56 Evening Rated Periods. This, plus 41 of the 52 Daytime Periods, gives WKY 81 out of a possible 108 "Wins."

*Sta. "B" & WKY tie on one period

WKY WINS
40 out of 56
Evening Rated Periods
Hooper Report
Dec. 1950 thru April, 1951

WKY

AM 930 KC — NBC

TV CHANNEL 4 (968 FT. TOWER)

OKLAHOMA CITY

Oklahoma's First Radio Station

Oklahoma's First Television Station

CONSUMER STUDY SHOWS GREAT VARIATION IN CHILI BUYING

Market-to-market variations for chili con carne buyers show a phenomenal difference in primary demand:

Market	Per Cent of Families Who Buy Chili Con Carne
St. Paul	46%
Seattle	43%
Omaha	39%
Spokane	32%
Washington, D. C.	27%
Indianapolis 22	22%
Milwaukee	21%
Duluth-Superior	19%
Columbus	11%

From the above, St. Paul would be classified as a "top" chili market. In a market of this kind it is interesting to see how families who buy chili differ from those who do not.

First consider the income status of chili buyers versus non-chili buyers:

Annual Income	Buyers	Non-Buyers
Under $3,000	44%	56%
$3,000 - $3,999	46%	54%
$4,000 - $5,999	49%	51%
$6,000 and over	42%	58%

Here we see a steady climb for buyers as income increases until the top bracket is reached where buying drops sharply.

How age affects buying habits is also important:

Age of Housewives	Buyers	Non-Buyers
40 and under	49%	51%
41 to 50	49%	51%
Over 50	39%	61%

Housewives under and over 50 years of age are characteristically different in their buying habits for this particular product.

As a guide for more effective sales promotional effort in the St. Paul Market, we can in many cases supply specific market data for your product.

Obtain current data on the products in which you are interested. Please specify the classification (s) and write Consumer Analysis, Dept. 11-G, St. Paul Dispatch-Pioneer Press, St. Paul 1, Minnesota—the Northwest's Morning, Evening and Sunday newspaper with the market tailored circulation.



WASHINGTON Bulletin Board

They Are Not "Secret," But Try to Get These Data

All over government, officials may now stamp the words, "Secret" or "Top Secret" on stuff the disclosure of which, they think, or pretend to think, would hurt Defense—and reporters and editors are mad. Isn't it, they ask, just a shade too easy to hide discriminations, mistakes, grandiose plans behind those dangerous words?

Evidently, there's a myth that what isn't marked "secret" is public. Yet, even to those whose daily occupation is to find out what's going on, government is a vast unknown with only occasional peepholes—the published regulations, releases, scraps of confidence by friendly officials, revelations in Congress.

A revenue agent is scanning the returns, let's say, of a furnishings and automobile salesman. He has a rule on what percentage of income he should in each case take for granted for gifts and entertainment, and his allowances vary by line. The rule tells him which return to look at a second time. If it were made public, people would claim deductions right up to the dividing line. Again, there's a regulation used throughout the Bureau of Internal Revenue on how big a mistake must be to justify a dun. It's kept quiet for the same reason.

In government, there's every kind of secret, never so labeled but simply not told; things reporters rarely ask about and the disclosure of which, when they do ask, is resisted.

Releases, which OPS puts out to describe the meetings of its industry advisory committees, are said to be fairly complete, but they don't quite tell all. Sometimes a proposed table of actual ceilings is placed before a meeting, of course in confidence, and with much emphasis that it's only tentative. Now and then the table leaks. Then, the knowing merchants hold back their wares as sudden sales booms surprise those who don't yet know. Some time ago, there was such a run on sausages. All this is part of the private record.

You can hardly expect an agency to publish a blow-by-blow account of its progress in drafting a regulation: the changes in commas, the qualifications and dissents by each official. It would be too much—and who would read it? Yet, these events aren't invariably insignificant.

Many OPS regulations presuppose zone pricing systems, basing points, catalog lists by the leaders of an industry—things that Supreme Court decisions have condemned. OPA, before it, had issued regulations of the same sort, freezing restraints of trade and otherwise unlawful discriminations. But there's a difference. OPA's statute let it regulate as it chose. In contrast, OPS must do so "within the framework" of antitrust laws.

OPS vs. Trust Laws

As regulations were being drafted, the Antitrust Division filed adverse legal opinions. The regulations, it asserted, did not, as the law required, take heed of the Sherman and Clayton Acts. For OPS to have published this would have been to multiply its troubles. A businessman, tempted to disobey, could remind himself that it's Justice, not OPS, that enforces the regulations. Would the Department prosecute the violator of a regulation which it considered illegal? Suppose the violator defended on the very ground outlined in its own opinion. Justice, too, hesitates to breach government etiquette by going to press.

The existence of these opinions, but not the texts, was revealed only by virtue of the digging of Representative Celler's Monopoly Committee, which like most congressional committees treats executive privacy lightly. Revelation makes it hard to enforce orders. A lawyer, trained to the theory that government is—or should be—open, could argue that his client is entitled to know the agency's own doubts in prosecuting him. He won't convince the agency.

2000 SUNDAYS AGO...



...Georgians preferred the same Sunday Magazine that is their favorite today!

After 2000 weeks of work . . . on 2000 Sundays . . . Georgians are still turning to the same Sunday Magazine for entertainment . . . and for news of what's been happening in their state.

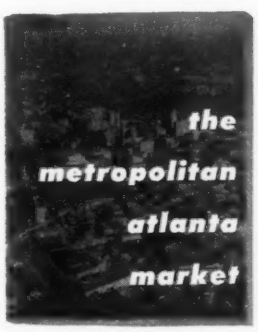
And a *lot* has been happening in those 39 momentous years.

In 1912, the air hung red with dust over Georgia's clay roads and furrowed hills. The magnolia stood tall and protecting over the veranda, and fields of cotton stretched far as the eye could see.

Today, white strings of concrete lace the husky hills of Habersham to the beautiful marshes of Glynn. A stirring, eager industrial giant flexes new biceps of prosperity and promise. In cities and towns across the state, new plants . . . new factories . . . new businesses . . . stand where cotton once was king. And a new-born cattle industry grazes the reclaimed hills and plains.

Georgians today are a market of three-and-a-half million customers. They have money to spend. They'll listen when you talk to them about your product.

You can reach them best through the Magazine they've been reading for 2000 Sundays. Today more than 79% of the families in the 166 sizeable communities in Georgia take the Atlanta Sunday Journal-Constitution.



DO YOU HAVE THIS BOOK?

This 32-page book, in full-color gravure, summarizes the striking ten-year growth of Atlanta for advertisers and advertising agencies. If you have not received your copy, there's one waiting for you. Address: The Atlanta Journal and Constitution, Atlanta, Georgia. Or, of course, the nearest Kelly-Smith office.

THE ATLANTA **Journal and Constitution** MAGAZINE

Circulation: **457,147** • National Representatives: Kelly-Smith Company



Markets Grow Fast, too

Norfolk Metropolitan Sales Area Population Increases 60% Since 1940

When you consider your markets for fall advertising the Norfolk, Portsmouth, Newport News Metropolitan Sales Area is a must for any list. WTAR, WTAR-TV, or both will bring your message to every home in the area.

Population is up 60% since 1940*, making this the fastest growing market in the top 30 of the U. S. In fact, it is now 29th in the Nation in population. In Norfolk-Portsmouth total retail sales are up 8.2%, food sales up 4.5%, furniture, household, radio sales up 19.2%, automotive sales up 44.2%. In Newport News, total sales are up 14.1%, food sales up 5.5%, furniture, household, radio sales up 20.0%, automotive sales up 66.1%.**

Check any Hooper and you'll see that WTAR is the preferred station in Norfolk, Portsmouth, and Newport News. In fact, WTAR delivers more listeners per dollar than any other station or combination.

Ask your Petry man for availabilities to cash in on this growing market.

WTAR
WTAR-FM

NBC Affiliate
5,000 watts Day & Night

Nationally Represented by
EDWARD PETRY & CO., Inc.

*"The 162 Cream Markets"—J. Walter Thompson, Co.
**Sales Management, September 1, 1951

Again, there's a list of companies allowed rapid amortization of new Defense plants. The Department of Justice publicly criticized the way such rights were distributed. It did more. In several specific cases, it reserved its own right to prosecute companies precisely for building the plants they had been asked to build. These are not identified.

When any new law is passed making it criminal to do something that just before had been lawful, there are lots of violations at first. People know it and complain that the government is sitting down on the job. They write to their congressmen, who make speeches about it. That was happening as the NPA started the Controlled Materials Plan. It was apparent that some companies were demanding too much copper or nickel. NPA did not prosecute.

Air Tight Case

In such cases, the agency is perfectly aware of what's going on, though it doesn't always say so. It sits back for a sensible reason. The lawyers want a case they're sure of winning; it must contain certain kinds of detail and be free of extraneous detail which might confuse the issue. There's usually a document which describes exactly what to look for. Obviously, the text, though it does not involve Security, will be gripped just as tightly as if tagged "Top Secret." It tells violators how to cover their tracks.

It was mentioned that the Bureau of Internal Revenue has rules for differentiating tax returns. Practically every agency that enforces anything has them. Congressional committees continually advise NPA to give more materials to Small Business. There's a way to do that, which politely bows to the congressional request and saves official time. For each scarce material, set some quantity, 25 tons, 50 tons, 100 tons, and grant every request below the stipulated amount immediately, not bothering to check papers. The amounts aren't made public but sometimes get out. When that happens demands below the dividing lines vanish. All are exactly at the dividing line.

Government buyers specify certain standards for the products. These are published. There are also secret criteria—secondary standards, so to speak—for discriminating among offers which seem equally to meet the bill. This fact is not hidden; the criteria themselves are.

Again, the Defense agencies must make special concessions to those put

(continued on page 160)

SIGNIFICANT TRENDS

As seen by the editor of Sales Management for the period ending November 10, 1951

THE IMPORTANCE OF SELLING

The Sales Executive Club of Northern New Jersey designated the week of October 29 to November 3 as "Salesmen's Week," and Governor Driscoll issued a statement to the people of New Jersey in which he said, *"A principal reason for the high standard of living that we enjoy is the constructive and enlightened salesmanship which has become part of the American way of doing business.*

"It is even more fitting that we should recognize the importance of good salesmanship during a period when our republic is heavily engaged in protecting our freedoms and promoting the ideal of a peaceful world. More than guns and armaments are required to achieve the objectives to which so many have given so much. Even as a salesman must understand the customer's point of view, so the Representatives of our republic must have a full understanding of the background, ideals and objectives of the citizens of other nations, if we are to achieve our goal.

"On this occasion of Salesmen's Week I am, therefore, delighted to join with the Sales Executives Club of Northern New Jersey in urging the people of our state to recognize and honor the salesmen and saleswomen in each community so that they may be inspired to continue their work of meeting the needs and comforts of consumers in the best traditions of American enterprise."

The New Jersey club is to be congratulated on its achievement. We hope that clubs in other states will be stimulated to achieve similar recognition for the profession of selling. We think that the club president, Frank Pesveyc, Public Service Corporation of New Jersey, Newark, will be glad to tell other executives the details of how Salesmen's Week was launched.

There are some who may think that whatever good may be done by such recognition will be more than counterbalanced by the release of the film, "Death of a Salesman," now completed by Columbia Pictures. Dr. J. S. Schiff, Supervisor, Sales Training Unit, College of the City of New York, has protested the release of this film on the ground that it will encourage disrespect for salesmen and contempt for their work, and will influence many young people against entering the field of salesmanship.

If you should feel as he does, you might want to make a similiar protest and try to secure a foreword to the picture which will make clear that the central character is not representative of salesmen.

Dr. Schiff's closing paragraphs are:

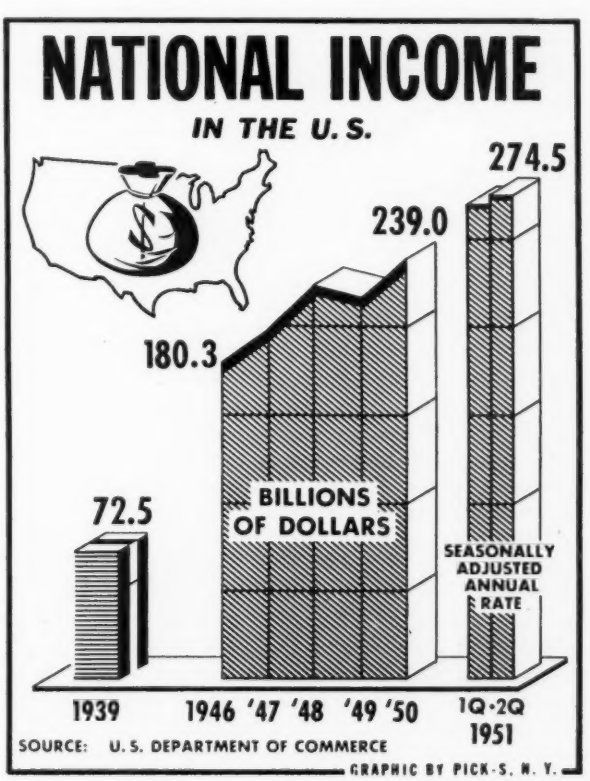
"If you insist on proceeding with this misrepresentation of an honorable vocation, you should at least be honest enough to stress that salesmanship, as an occupation, had no bearing on Willy Loman's fate. A strong foreword must precede your picture, emphasizing the tremendous role played by American salesmen in maintaining our free economy. Willy Loman must be described as merely an individual, whose problems would have been the same no matter what his occupation. And, salesmanship must be described as a field which offers a marvelous opportunity for gainful employment.

"With this letter I am starting a campaign among the sales executives of the United States to force you toward a realization that this slur will not be condoned."

Dr. Schiff believes that the Broadway version of "Death of a Salesman" was damaging to salesmanship, and he is in a better position than most of us to judge the reactions of younger men and women. I've talked to many adults—men and women—who saw the play, without finding any evidence that they took the central character as anything more than a weak individual lacking in conviction, integrity and a goal—and they thought he might just as well have been a plumber, lawyer or farmer. In the film version the leading character is played by Frederic March, who probably has a better understanding of selling than most actors, since he was brought up in a family of businessmen, and his brother, Jack Bickel, is a sales executive of the Carrier Corporation.

RAISES AND BONUSES

Many sales executives are puzzled—and no wonder—about the rules and regulations concerning their payments to salesmen. New rules and interpretations are being added frequently, but basically there's been little change in the rules which were explained on page 84 of our July 1 issue under the heading, "What You Can and Can't Do Now to Raise Salesmen's Pay Rates."



While all salesmen other than driver-salesmen come under the rules of the Salary Stabilization Board, instead of those of the parent body, the Wage Stabilization Board, you can tell pretty much what you can do for salesmen by studying the rulings of the Wage Stabilization Board. Last February a 10% limit on raises above the level of January, 1950, was prescribed; in August it was made 12% to keep wages up with the cost of living and now, after adding these extras, it's about 15%. Washington observers believe that by January it will be 20%, or an increase at the rate of 10% a year. . . . To sum up: You can probably increase your rates now up to 15% but you'd better check with your tax lawyer and make sure you follow the proper procedure.

On the subject of bonuses—if each participant gets the same percentage of the same percentage of the profits as he received last year (no matter how large the pot is this year) no special approval is required, but if one salesman or sales executive is to get a larger percentage, permission must be secured from the Salary Stabilization Board.

Leo Cherne of the Research Institute of America points out that the Salary Stabilization Board has not yet laid down any definite standards and "if you have an urgent compensation problem, don't hesitate to file your proposed solution with the Salary Board immediately. The Board has been so vague about allowable changes that a convincing case stands at least a 50-50 chance of approval."

STABILITY OF NATIONAL ADVERTISING

The Magazine Advertising Bureau has made a study of 717 companies which spent $25,000 or more in national advertising in magazines, newspapers or network radio in each of the years 1938, 1939 and 1940. Of these 717 companies:

> 655 or 91.3% are currently engaged in national advertising.
>
> 12 or 1.7% are now out of business.
>
> 13 or 1.8% have since merged with other companies and the new parent company is not now advertising the same product.
>
> 37 or 5.2% are still in business but not spending $25,000 or more in national advertising.

In other words, 11 out of every 12 national advertisers in the 1938-1940 period are still important national advertisers. Only one company in every 12 has stopped national advertising for one reason or another.

Advertising, of course, is just one of many elements in business success. A company must also have the right product, adequate financing, correct sales policies and sound management.

But in the face of the remarkable record of consistency which has been shown by these pre-war national advertisers—the way they have stayed in business with continuing success despite competition from new companies and improved products offering intensified competition to established concerns—it is hard to argue that advertising has not been an important ingredient of their success.

ADVERTISING AND THE UNIONS

Relatively few companies have ever taken very seriously the problem of making factory workers understand the importance of the salesmen or the part which advertising plays in keeping production up, with attendant high employment.

A recent editorial in a labor newspaper accused businessmen of throwing money out the window by spending it on advertising rather than paying it in taxes to help win the war.

As a news letter of the U. S. Chamber of Commerce points out, it's true that advertising expenditures may hit $6 billion this year—a new high. But national income is up about 15% over last year. Moreover, while the income figure has risen from $33 billion (in 1914) to an estimated $274 billion (in 1951) the *percent* of gross income devoted to advertising has dropped from 3.5 to about 2.2.

They go on to point out: "Is it only coincidence that we spend more money on advertising here than anywhere else in the world, and that we are the best-fed, the best-clothed, the best-housed people on earth? Without advertising, we couldn't have mass selling. Without mass selling, there would be no point in having mass production. And without mass production, we wouldn't enjoy, the highest standard of living in the world today!"

Some union leaders may be impressed by the argument that advertising helps win wars, that without advertising our sources of information and entertainment would be restricted, but we have a hunch that the average union *member* is more selfish and direct in his or her outlook. What is selling—and advertising—doing to help *me?* Is it helping to secure 52 weeks of employment; is it helping to increase my take-home pay? Is it increasing employment so that my cousin Ed or my son Bill can get himself a good job at our plant?

The Geo. A. Hormel Co. is one of the relatively few which has done a wonderful job of making factory and office workers understand why the company's advertising helps *them*. For those of you whose SM files of the past few years are complete and who believe that it is important to have every worker understand the sales function, just turn back to SM for March 15, 1946 and the article: "Advertising: Luxury or Investment? Hormel Gives Employes the Facts."

If you'd like to pass out something more standardized about the function of advertising, drop a note to the Committee on Advertising, Chamber of Commerce of the United States, Washington 6, D. C., and ask for their three illustrated leaflets dealing with "Fables and Facts About Advertising." Each of the series attacks one particular "fable" about advertising by pointing out the real "facts" of advertising's accomplishments. "The Man Who Couldn't See Beyond His Own Nose" stresses the role of advertising in lowering prices; "How Cautious Can You Be?" truth in advertising, and "Where's Elmer?" how advertising creates demand, builds up production and increases jobs.

PHILIP SALISBURY
Editor

Can Tests in Four Markets Tell How All Major Markets Will Buy?

BY LAWRENCE M. HUGHES

Lever's Pepsodent Division believes "Operation Miracle" for new Chlorodent toothpaste, in 1% "cross-section of the U. S.," insures success of its multi-million-dollar campaign to turn dentifrice Big Three into Big Four.

Can tests in a few markets really prove beforehand the extent to which a completely new product will develop nation-wide demand?

One of the largest advertisers lately has piled up a lot of evidence to show that it can, and has started to spend a lot of money on faith in the findings.

From sales trends, trade reactions and consumer buying and using and rebuying habits over six months in just four widely-separated markets, Pepsodent Division of Lever Brothers Co., New York, is pushing distribution, sales and advertising of new Chlorodent toothpaste into high gear across the country.

Together, the 15 counties of the four test markets—Portland, Me., Winston-Salem, N. C., Columbus, Ohio, and San Diego, Calif.—might seem to provide a tiny proving-ground for so large an undertaking. They have between them, for example, .09% of the nation's population, do 1.101% of all U. S. retail sales, and support about 1.061% of all the 54,000 retail drug stores.

"Pilot" Operations Continue

But the Pepsodent people are convinced that as the 1% has gone, the remaining 99% can be made to go.

For both groups the concept is dynamic and evolving.

Chlorodent will continue to be promoted and studied in the four-market "cross-section of the U. S." The Pepsodent people still have some things to learn. Retailers and consumers in these markets will continue to have from six months to a year more familiarity with Chlorodent. Pepsodent's findings among them will continue to set the pace and the promotional pattern.

Starting October 16, the cross-section findings are being applied in an invasion of 73 markets which do about 33% of the nation's dentifrice sales.

Early next year they will be extended to 91 others among the 168 largest markets. These 91 do about 45% of the total dentifrice volume. Thus, including the 1% original nucleus, Chlorodent by spring will be promoted to four-fifths of the "national market."

The whole program involves, among other things, "the biggest local advertising campaign ever put behind a new dentifrice."

Will it persuade the required millions to try and to keep on buying Chlorodent?

A genial, six-foot-three, 200-pound Southerner, who has spent more than half of his 43 years getting drug stores and drug stores' customers to buy things, is pretty sure that it will. In fact, Charles T. Lipscomb Jr., president of Pepsodent Division, believes:

1. Every dollar of this vastly larger program—just as has every advertising dollar in the four-market program—will bring *profitable* sales.

2. When returns from all U. S. precincts are in for 1952, the deep-rooted, dominating Big Three of dentifrices will have been turned into a Big Four.

3. And Chlorodent won't necessarily be No. 4!

Actually, if the test pattern holds nationally, it may be No. 2.

Charlie Lipscomb didn't say so. But after my third day among the Leverites, I began to question whether Colgate's Ribbon Dental Cream rules as No. 1 by divine right. . . .

Lever's laboratory worked four years to develop Pepsodent Division's new green-colored, mildly-mint-flavored, chlorophyll-base toothpaste. Retailing for 69 cents a "giant" tube, or about 6 cents more than the large-economy-size of some major competitors, the new product is the first generally distributed chlorophyll dentifrice to be sold to the public through retail "drug" channels.

As the giver of green and presumably life to plants, chlorophyll has gained credit for germicidal and healing qualities. Some authorities note, for instance, that it has a "wound-healing rate three times that of penicillin."

The Magic of Chlorophyll

Certain patents for water-soluble medical chlorophyll are held by Rystan Co., Mt. Vernon, N. Y. In addition to producing its own Chloresium toothpaste, with chalk base, for distribution through dentists and other "ethical" means, Rystan has licensed makers, respectively, of mouth wash, chewing gum, candy and of two products which, when taken internally, offer freedom both from bad breath and body odor.

Lever is a toothpaste licensee.

Evidence mounts — as Pepsodent Division's sales force were told recently at their New York meeting—of "how chlorophyll in a toothpaste fights decay."

In *Better Homes and Gardens* for November, Writer Herb Bailey reports findings of Dr. Gustav Rapp and associates at Loyola University's College of Dentistry, in Chicago. Four years of careful check on 1,755 patients showed that, when used as a dentifrice, water-soluble chlorophyll "can control or stop the major manifestations of gingivitis and simple pyorrhea as well as trench mouth."







ON-THE-SPOT-REPORTING: Four Lever men with tape recorders and cameras called on dealers and wholesalers in the four test cities to get a spontaneous and first-hand report on Chlorodent sales. Interviews became the basis for a sound slidefilm called "Operation Miracle." Here are some typical interviewees in Columbus: Robert Hood (right, 1st photo) of Big Bear Super Market, said, "Our initial order was very small . . . we kept increasing . . . sales have been growing ever since" . . . William Hall (left, 2nd photo) of Kauffman-Lattimer wholesalers, said "Chlorodent became one of our top-sellers in almost no time" . . . Saleslady at Grant Pharmacy, tells Herbert Drake of J. Walter Thompson Co. "On the recommendation of our dentist the whole family uses Chlorodent."

Bailey does not mention Rystan by name as the supplier of Loyola's chlorophyll. But he adds: "Other companies are being licensed and will have chlorophyll toothpastes."

Lever hopes to stay ahead of the procession.

Whether this or other chlorophylls sell better permanently than, say, the ammoniateds—which arrived with a rush two years ago and mostly disappeared as fast — creates a large question.

A fair number of people *try* each of the new-and-revolutionary toothpastes . . . and then predominantely go back to the old brands.

Despite all the claims for all the toothpastes in perhaps $25 million of space and time annually, three have long drawn half or more of the $135 million which Americans spend for all of them.

Today, the Big Three are stronger than ever.

In 1940, Colgate was said to do 25%, Bristol-Myers' Ipana 25%, and Pepsodent 10% of total toothpaste volume.

In 1950, the 80% of Americans who use dentifrices gave Colgate about 40% of their dollars. Pepsodent and Ipana got about 15% each. Thus the Big Three's share-of-total rose in a decade from about 60 to about 70%.

No. 4 in national rank in 1950, and the only strong ammoniated survivor, was said to be Amm-i-dent, with about 5%.

In each of the four markets Chlorodent has had to make its way against 40 to 50 other brands of chains and other strong retailers. Specifically, it has had to fight Colgate, Ipana—and Pepsodent.

Stores had to be persuaded to stock and consumers to try and then to *rebuy* it.

But first Lever wanted to be sure the triers were typical.

"There's no perfect test area — there never can be perfect test conditions," explains Archibald (Bob) Graustein, market research director of Lever Brothers. "And this, I think, is all to the good. We wanted not perfect but normal and representative areas and conditions—full of all kinds of people, with what you might call nationally-indicative needs and desires and whims and prejudices. From our experience with these people, in these representative but widely-separated melting pots we hoped to build an approach that could keep it climbing nationally."

No Separate Sales Force

Pepsodent executives gave Market Research a fairly long list of possible test markets it could take on sales-wise, without disrupting day-to-day operations. One factor here was nearness to warehouses.

But Chlorodent—originally Chlorogene—also had to be handled, not by a separate task force, but by Pepsodent Division's regular salesmen, as part of a long line of products. The line includes Pepsodent toothpaste and toothpowder, tooth brushes and antiseptic, Rayve and Shadow Wave home permanents, Rayve shampoo and hairdressing, Lifebuoy shaving cream, Luxor toiletries.

This does not mean that the new product is an orphan being tossed out into the storm. The men, says Lipscomb, are glad to have it. They are being more convinced every day of its potentialities. But they have other opportunities, and problems.

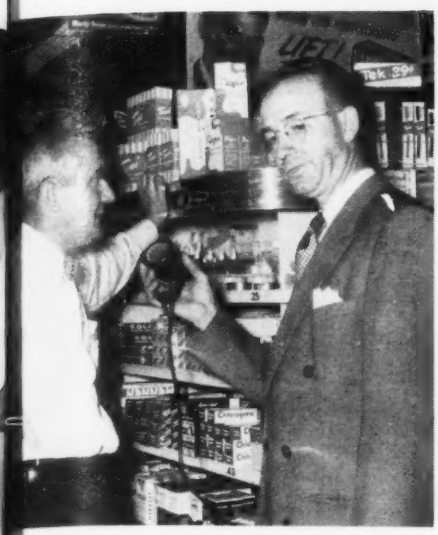
The higher brass at Pepsodent Division are doing all they can to put Chlorodent over. But such men as Lipscomb and Raymond F. Underwood and David C. Ketner—division vice-presidents, respectively, for sales and advertising—must help them all.

Under them, however, rivalry gets hot. Just as Buick would as soon steal a customer from Chevrolet as from Ford, no holds are barred between John F. McClure, product and merchandising manager for Pepsodent products and Tom Murphy, product manager for Chlorodent. On Murphy's side is Alph B. Peterson, merchandising manager for Rayve and all the division's new products, including Chlorodent.

And J. Walter Thompson Co., on Chlorodent, is out to out-advertise Pepsodent, now handled by McCann-Erickson.

Both groups must see to it that the salesmen, in their calls on wholesalers and major retailers across the country, do right by their Nell.

Both spoke their pieces fervently at the salesmen's meeting. Chlorodent took six pages of the big fall-and-winter-ad-plans portfolio. If Charlie



EVEN THE "RACK JOBBERS"—who specialize in fast-sellers only—applauded. Here's Albert Mitchell, head of Columbus Merchandising Company, a firm that services 200 super markets, telling a Lever man, "Chlorodent is really a phenomenal number."



POINT-OF-PURCHASE emphasis designed to cash the potential demand created by newspaper and radio advertising, was a key element in the sales tests. In June all "A" and "B" drug stores in the four test markets were offered this display featuring a live plant . . . a tie-up with the "green" idea. Seventy-five per cent used it. Product was first called "Chlorogene" . . . later legal clearance was obtained for name "Chlorodent."

Lipscomb seemed to place a special blessing on Chlorodent, it was because the men had more to learn about it.

But he also had a progress report. Some of it was clinical: Gives "a clean, fresh mouth . . . all day long;" "destroys mouth odors;" "Fights tooth decay . . ."

Between March and September, Chlorodent moved up to "No. 2 brand in all four cities combined." And "sales are still climbing."

The men learned of the 73-market campaign, which has just broken in 1,200- and 1,000-line insertions in 119 newspapers — most of them in green color—and in frequent, hard-hitting radio and TV spots.

Retailers get one tube free in each dozen, packed in a self-display counter case. Among other material is a "business-building display case, professionally installed," which holds six or seven dozen tubes.

The new campaign embraces nine markets in Massachusetts, including Boston; Manchester, N. H.; Providence and Pawtucket, R. I.; eight in New York, including Buffalo; three in New Jersey; 11 in Pennsylvania, including Philadelphia; five in Ohio, with Cleveland and Cincinnati; seven in Illinois, with Chicago; Evansville and South Bend, Ind.; St. Louis; Davenport; five in Wisconsin, with Milwaukee; Los Angeles and San Bernardino, Calif.; eight in Texas, including Houston and San Antonio; four in Georgia, with Atlanta; Chattanooga, and Miami and four others in Florida.

Still without benefit of Chlorodent are such major markets as New York City, Detroit, Baltimore, Washington, San Francisco, Pittsburgh, New Orleans, Minneapolis, Seattle, Kansas City, Newark, Denver, Dallas, Indianapolis and Memphis. These and 76 others await the second nation-wide wave, soon. . . .

The Pepsodent people won't say how much all this will cost—and keep on costing. And the costs, of course, must be reckoned in relation to the volume developed.

The toilet goods industry used to follow a pat formula: One-third for cost of merchandise plus one-third for cost of advertising provide one-third for profit.

Challenge by a Newcomer

Conditions of recent years have altered this. But the ratio of profit to sales maintained by successful firms is still high. This is largely *because* of high ratio of advertising to sales.

In dentifrices the advertising-to-sales ratio — "advertising" including only such agency-commissionable media as publications and broadcasting —still runs from 15 to 30%.

To win fourth or third place nationally in sales, Chlorodent will have to sell about 15% of the $80 million-plus manufacturers' total volume—or perhaps $12 million. For this new and unknown brand to take that much from competitors, and especially from the entrenched and hard-hitting leaders, it must spend in advertising at least $3 million.

From the four-market tests, the Pepsodent people sought to learn how many prospects could be turned into users; how fast wider acceptance could be developed; how much of the product might be sold nationally, and what advertising-promotion costs would develop and maintain such volume.

They also wanted to learn, from these Chlorodent users, what copy themes would be most productive, and from this sample of buying, what size and frequency of insertions and spots could keep demand growing.

Factors which decided the four markets, Graustein says, included:

1. Separately, they are typical of their sections.
2. Together, they form a fair sample of U. S. population.
3. Each is a distinct and self-contained market.
4. It has a fair balance between industry and agriculture.
5. Income, education, etc., reflect the national range.
6. Dentifrice usage pattern reflects the nation's.

(continued on page 172)

NOT ALL THINGS . . . to all men, is America's newest magazine. It's called *Gentry*, and it's frankly aimed at "the 100,000 thinking men of the U. S. and their families." Its publisher is young, not-average-himself William Segal, who is publisher also of the "avant garde" *American Fabrics* which has confounded the publishing field by pinning swatch-samples to advertisements. *Gentry*, whose first edition is just hitting the stands, will be a quarterly, makes no attempt to talk down to readers, will embrace such diverse subjects as antique automobiles and how to build your own Finnish steam bath. It, too, will pin samples to pages: Issue No. 1 has a packet of marjoram pinned to a page, numerous tweed and cotton swatches which accompany men's fashion stories. Segal, a quiet man who believes he'll succeed because he feels there's a publishing void that only *Gentry* can fill, is keeping even his advertisers top-line, to match the editorial content. He's not amazed that subscriptions have poured in. "I expected it," he says. He does expect people to be amazed, dazzled, interested and expectant of and by his *Gentry*. And he reminds you that he's no ex-Ivy League esthete. His Alma Mater is NYU.



They're in the News

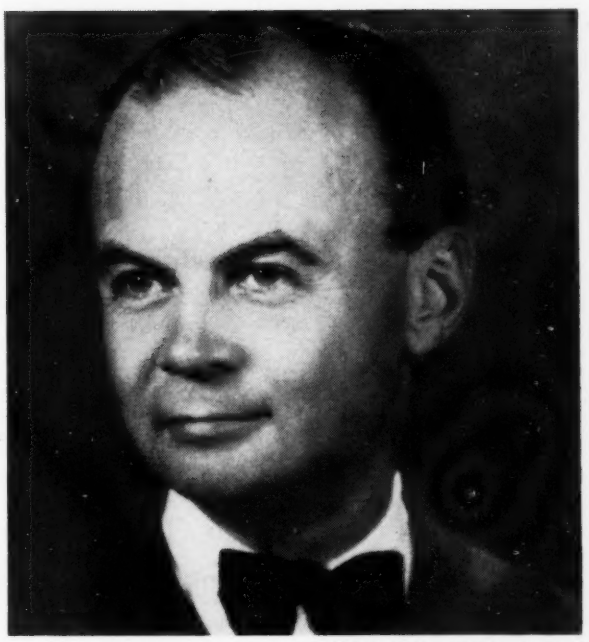
FROM ROUTE BREAD SALESMAN . . . At the age of eight Raymond K. Stritzinger took his first job. In those days there were no child labor laws and little Ray became a route bread salesman for the Stritzinger Bakery, founded by his granddad. Today he is chairman of the executive committee of the giant Continental Baking Company. In his new post he'll continue to direct (He's been the company's president until his recent election.) the administrative affairs of the firm which makes Wonder Bread and Hostess Cakes. Ray Stritzinger, of Pennsylvania-Dutch ancestry, was born in the Amish country, at Norristown. For generations his family had been bakers, having brought their art from Germany. . . . He joined Continental in 1925, as a vice-president. He brought with him as dowry 17-years of experience as a bakery manager, superintendent and research department executive. He served Continental as regional manager until '34, when he was elected director of operations. In '43 he became president.





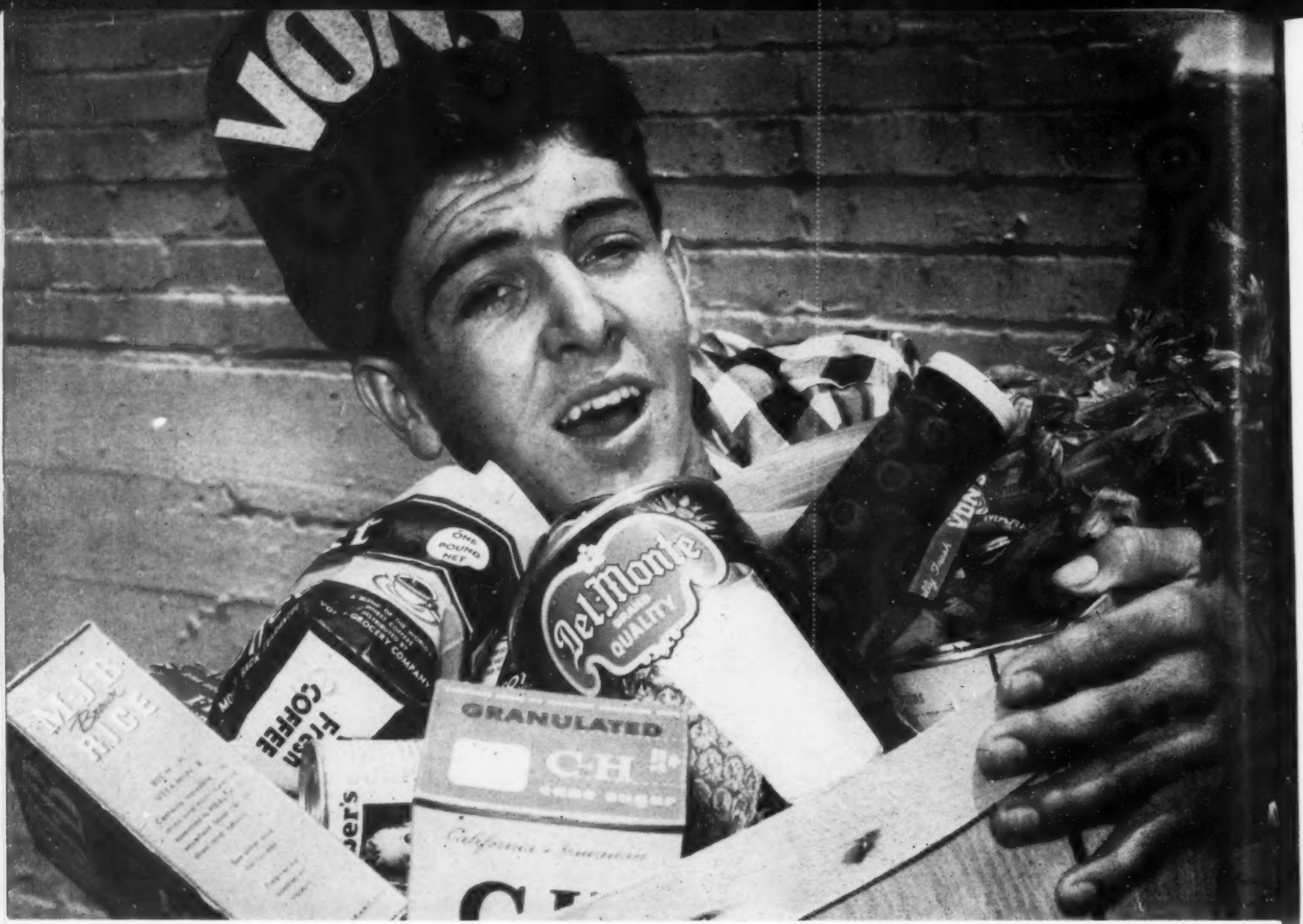
THE BUSINESS WORLD . . . has seen E. Lloyd Bernegger in an awful lot of phases: He's just joined Bristol-Myers Products Division as v-p in charge of sales. But he's spent his working years getting such a rounded background that he'd be at home anywhere but a boiler factory. His first job was with a paper company—International—and he learned the business from the bottom up. Mostly, he was with Veldown Division in general administration: office manager, credit manager, assistant to the general sales manager. From paper he went to drugs, with Whitehall Pharmacal Co. There he specialized in sales, merchandising, promotion and advertising. That took him 10 years. Next he found himself with time literally on his hands. He joined U.S. Time Corp., became vice-president in charge of sales. Being a busy man, people unloaded all sorts of outside activities on him. And being a good citizen he accepted them: He's active in Bronxville's chapter of the Red Cross and Community Chest, works for the Greater New York Fund. And he admits to more than a passing interest in baseball, golf, swimming, skiing and fishing!

BY HARRY WOODWARD



IRA L. HILLS STUDIO, N. Y. C.

BUILDERS KNOW HIM . . . so do newspapermen . . . so do magazine readers. He's Perry Prentice, and he's about to introduce himself to a new crop of readers. Editor and publisher of *The Magazine of Building,* he'll now have double responsibility, for the magazine has grown too big for any one publication. And it's being split down the middle, becoming two magazines. Beginning in January the publication will be issued in two editions; One will focus on houses and be addressed to architects, builders, mortgage lenders, dealers, decorators. The other will concentrate on big building and its audience will be architects, engineers, contractors, building owners and managers. Reason behind the move: New trends in building, new ideas have increased *The Magazine of Building's* editorial content to such an extent that the publication has been unable to do justice to all phases of building within the covers of one magazine. At the helm of this Time, Inc. property is a Time, Inc. v-p and former publisher of Time who began his career as a reporter, became managing editor of the *New Bedford Times,* has been circulation director of *Time, Life,* and *Fortune.* A colorful guy who affects bow ties, likes any color so long as it's blue, he's a serious student of history with an uncanny memory for obscure dates and battles, an inexhaustible fund of historical precedent anecdotes. His powers of concentration are fabled even when he pretends he's not listening. "He hears what he *wants* to hear," says his secretary, who's been with him 21 years.



WILLIAM HELM PIX

Thor washer's "Bushel (of groceries) and a Peck" (of potatoes) theme quickly brought tie-in displays from 6,900 food stores . . .

How Thor Built Sales Idea On the High Cost of Eating

You remember the picture last spring: Housewives were worried about rising food prices, and major appliances were plentiful with buyers coy. Then Bob Wilson shot the works. Results: Thor sales exceeded industry average by 36%.

Thor's Over-All Strategy —on this page

Top Distributor's Strategy —on page 44

In a way it might be said that the Thor Corp., Chicago, grabbed out of the air the best and fastest promotion of a single item in its line of home laundry appliances.

It was late last spring when, remember, appliance sales were in the doldrums. Dealer inventories were high; price wars were popping along the eastern seaboard. Thor wanted business but it didn't want to cut prices.

At the direction of M. R. (Bob) Wilson, general sales manager, Thor's sales planners, agency sharps and publicity experts were put to the task of originating a campaign to move Thor's wringer washers.

Someone came up with the bushel-and-a-peck scheme: give away a bushel of groceries and a peck of potatoes with each wringer washer sold.

"I was pondering the bushel-and-a-peck idea," says Bob Wilson, "but I hadn't fallen in love with it . . . not yet. Some of our men liked the plan while others, equally smart I thought, were cold to it. Why, they asked, would a gift of a small batch of groceries and a few potatoes effect a sale? Frankly, I didn't know that it would. I knew that if we went into such a deal nation-wide it would mean spending a lot of money . . . a real plunge.

"I was still pondering, undecided, when I met the woman on the airplane. I was flying from Dallas to Houston. We were zipping along at several thousand feet up and she was in the next seat to me. We got to talking."

The way Bob tells it is that he steered the conversation to washing machines and the woman confided to him that she was in the market for one. In fact, she had decided on what one to buy. It wasn't Thor.

Rising like a bass to a fly, Bob said: "Why don't you buy a Thor? They are going to put on a campaign in which they will give away a bushel of groceries and a peck of potatoes with every machine sold."

(Bob doesn't know to this day why he was so positive about it because the idea was still jelling.)

Now it was the woman's turn to play bass to Bob's fly: "I will," she said, with enthusiasm and a total lack of hesitation. She elaborated on her liking for the idea. Groceries cost so much these days.

In a few minutes the plane landed on the Houston airstrip and the lady told Bob goodbye, never knowing the effect her decision had had on the promotional plans of a great Chicago manufacturing house. Bob went straight to a telegraph office and filed a message. It said in effect: "Get busy at once on that bushel-and-a-peck idea. . . . We are going after it with both feet. . . . Rush plans. . . . Complete details. . . . Have everything ready by the time I get back."

The thing was kicked off early in June. The windup was on July 20. Mechanics of the deal were this:

Four separate sales contests were instituted, running concurrently with the sales promotion which became known as a "Bushel-and-a-Peck" sale. Two of the contests, one for distributor sales managers and the other for distributor advertising and sales promotion managers, were factory paid. The others, one for distributor salesmen and the other for dealers, were sponsored cooperatively by Thor and its distributors.

Top prize in the "Quota Busters" contest, for distributor sales managers, was a 1951 Lincoln Cosmopolitan convertible which sells for $4,500. Second and third prizes were wardrobes worth $500 and $325 respectively. This contest was based on unit sales to dealers of all models of Thor washers from June 1 through July 20. Prizes to sales managers were for selling the highest percentage above their contest unit quota.

Distributors' advertising and sales promotion managers competed for a total of $1,500 in cash prizes, based on their activities in support of the bushel-and-a-peck promotion. There were three national prizes: first, $750; second, $200; third, $50. In addition, $100 was awarded to the winning promotion man in each of Thor's five sales divisions.

On top of that, a total of $22,500 in prize money was offered cooperatively by Thor and its distributors in a sales contest for distributors' salesmen. This, again, was based on the salesman's percentage-wise showings against unit quotas of sales to dealers on Thor washers from June 1 to July 20.

Thor dealers also competed for cash prizes which were awarded for the best window displays in each distributor's territory, featuring the Thor wringer washers and tying in with the bushel-and-a-peck theme. In all, a total of $13,000 in prize money was given for window displays.

"This was the most complete and best co-ordinated program of the kind in the appliance industry in my memory and other washer men say the same thing," says Bob Wilson. "In these four contests, all running at the same time, we didn't miss a soul—the distributor sales manager, his advertising and sales promotion managers, his salesmen and his dealers. We felt that the time had come for good, old-fashioned aggressiveness in an excess-inventory and credit-restricted buyers' market.

"You don't have to be unique, new or funny to catch the public's



Newspaper ads and radio-TV spots bore the brunt of the promotion . . .



. . . and $13,000 was awarded to dealers for their prize window displays.

Based on an interview with
M. R. (BOB) WILSON
General Sales Manager, Thor Corporation

fancy. But you do have to have some sort of flag, or insignia, or phrase or something that the mind can grasp to get any sort of mass action from the people. We had one in the bushel-and-a-peck idea."

The Thor reasoning at the time the deal was worked out and the promotion started was that, to sell to dealers, something had to be done to help the dealers sell to the public for why, with retail stocks filled and home owners more coy about purchasing than they had been in years, should the dealers place orders unless machines were moving out of their stocks?

"In such times it's sell or suffer," says Bob Wilson. "We didn't want to suffer and we didn't."

Too, the promotion opened up something new in washing machine sales: *Grocery stores across the nation hopped into the deal.*

How the grocers got into it was the most natural thing in the world. Every woman who bought a washer received an order cashable at her grocer for a bushel-and-a-peck of groceries. And with things as they are, where is there a grocer who isn't lightning on the wing to turn a quick penny of profit or two? From Ogunquit, Me., to Yucaipa, Calif., and from Injun Belch, Mont., to Zwolle, La., they "wanted in" on the deal.

Thor washers sprouted on the floors of chain and independent grocery stores, thousands of them with explanations of the deal and signs saying: "Cash your Thor orders here."

"Premium Psychology"

Before the contest was over, Bob Wilson says, Thor machines were on display in 6,900 grocery stores and 4,700 appliance stores; displays and banners tying in with the bushel-and-a-peck promotion were everywhere.

Expert merchandisers have long recognized the fact that there is such a thing as "premium psychology" which builds up to a peak at times. It takes command of the emotional side of the mind. People do not stop to figure values. They rush to get the little extras. It so happened that early last summer the women of the nation were especially concerned with food prices. Food became news.

Somehow, because all this was timely and of interest, the bushel-and-a-peck story caught with the newspapers and radio. NBC, CBS and ABC networks all carried mention of the promotion nation-wide. Thor's 78 distributors all were in, plugging away, to reap every bit of local publicity they could get. Women's pages in the newspapers stepped in and did their bit because their editors saw that the drive had enough grip on the women of their areas to make the story legitimate news.

Tie-ins were made with such grocery chains as A. & P., Kroger, Safeway, Jewel Tea and, in the South, Colonial; also with many independents. These stores redeemed the food certificates, displaying washers on their floors in compensation for business and store traffic gained.

"After all, the measure of the success of a promotion is in what the dollars do," says Bob Wilson. "During the second quarter of 1951, when the industry as a whole slumped 18% from 1950 figures, the sale of Thor products increased 18%. That puts Thor 36% ahead of the industry for the period. Anyone wish to make any comments?"

. . . and here's the prize-winning Thor

Distributor's Strategy

"It was a co-operative spirit that enabled us to win Thor Corporation's 'Bushel and a Peck' sales campaign," says President Luke Strauss of Joseph Strauss Co. Inc., Buffalo area Thor distributor.

The Strauss company achieved a contest record of 525% of quota to easily outdistance all other distributor contestants in the nationwide Thor wringer-washer contest from May 21 through July 20. John J. Young, sales manager of the Strauss company's "white goods" department, drove away with a new 1951 Lincoln Cosmopolitan convertible worth $4,500, Thor's top prize, for spearheading the drive.

The Strauss company's territory covers 11 counties in the Western New York area.

"When Thor announced the 'Bushel and a Peck' campaign," Mr. Strauss recalls, "we immediately brought our sales staff and Thor representatives together to work out a correlated program.

"Thor set our initial sales quota at 1% of its entire wringer-washer output during the contest period. We then set individual sales quotas for each of our own salesmen.

"We also offered a bonus as an added incentive for our salesmen. We armed them with our plans for advertising to be conveyed to the dealers. At the same time, we offered to all our employes Thor appliances at a special discount. They acted as indirect salesmen by telling their relatives and friends of their new Thor wringer-washer.

"In our dealer program, we established our own window display contest to coincide with the Thor contest. Strauss hired a window trimmer to set up displays for its dealers. We gave prizes of $75, $50 and $25 for the best window display featuring Thor products. We made sure that the retailer displayed three or four Thor products in the most important spot in the store."

Mr. Strauss points out that when the contest kickoff was made "we hit the public through every available advertising medium. Full page advertisements, with the names of the participating dealers, were placed in metropolitan Buffalo and in community papers. These were followed by smaller advertisements and spot radio announcements. Television played an important part. We presented all of the products on our weekly video-show, 'Strauss Playhouse,' on WBEN-TV.

"Never was there a letup in our program to tell the public we were out to sell Thor. Our promotions hit the housewife even when she was shopping for meats and groceries. Thor wringer-washers, along with the bushel of groceries and peck of potatoes each buyer of a washer would receive were displayed in the Danahy-Faxon super markets.

"We kept a running box score during the contest of our sales achievements. A weekly bulletin kept dealers informed of their progress. Then, too, we checked our own progress as a distributor against that of distributors in other areas.

"When we hit the initial quota set by Thor for Strauss we then made our own upward revisions. We raised our sights four or five times—to the winning level."

What was the dealers' reaction to the pressure? "Why, they loved it," reports Mr. Strauss. "And, why shouldn't they?" he added: "They did five times as much business during the contest than they probably would have done normally."



If you have a small sales force, a large market, and are expanding distribution you'll understand . . .

Cutter's Grass-Roots Approach To the Farm and Ranch Market

Based on an interview with
GUY A. RAILSBACK, D. V. M.
Manager, Veterinary Sales, Cutter Laboratories

The products: animal biologics. Heavy farm paper advertising co-ordinates with intensive direct mail activity to keep the Cutter name alive in the prospect's mind. Good merchandising, good personal selling follow through.

When prospects, customers and dealers are spread over far-flung ranges of cattle raisers, over the hog-belt and through poultry hatchery regions, somebody has a salesman's time problem. When, as is the case with Cutter Laboratories' Animal Health Division, Berkeley, Calif., the products to be sold are animal biologics, there's a lot of ground to be covered between production line and user.

Cutter Laboratories has a program for covering this ground to maintain close contact with wholesaler, retailer and consumer while expanding its operation from regional to nation-wide distribution. Basis of the program, which over two years of intensified application has proved effective, is a carefully built mailing list in all three categories.

Cutter has six veterinary specialists in the field, aided by a full field sales staff for the Cutter Laboratories. Even so, it sometimes isn't practical for prospects to receive calls from Cutter men oftener than once in three or four months. Nevertheless, close contact between Cutter and its dealers and consumers is being strengthened.

"The key," says Dr. Guy A. Railsback, manager of the Veterinary Sales Division, "is organization of sales factors, based on accurate mailing lists. Our objective is to build a promotional program all along the line, including publication advertising, point-of-purchase advertising, consumer educational material, varied sales tools and direct mail to all classes of trade. A sales-minded advertising department makes this possible."

In 1949 the Animal Health Division's executives agreed that there were existing markets not touched, that improved merchandising could improve their position saleswise.

Over the years they had been active chiefly in the far West. A decade ago they began to expand distribution to take in the entire country. But up to a couple of years ago both efforts and results were spotty. The 1949 program drew on past successful regional merchandising, but extended it. Emphasis was on making the salesman the culminating

factor in the sale, the ground having been prepared and cultivated by various advertising media and direct mail. With this program went a program to increase sales and to train field men to sell in the veterinary field.

As the Animal Health merchandising program is set up, direct mail to wholesalers, veterinarians, druggists, and consumers (farmers, ranchers), makes up its four strong legs, publication advertising its backbone, point-of-purchase and sales tools its flesh and blood, and field men's activity its head.

Let's look at the backbone first. Cutter always has been strong in publication advertising: The current program expands its use and gets increased value from advertising by selling it to consumers, dealers and Cutter salesmen. Space is regularly used in 24 national and regional farm, cattlemen's and stockmen's publications, poultry raisers' magazines, plus veterinary and county agent journals.

Cuts Technical Jargon

A single example shows how dramatically technical information is made intelligible to the magazines' agricultural readers.

One advertisement shows a calf's head with concentric circles in white converging on its eye, circled in danger-red. A red tag clipped to the calf asks: "How many pounds will *pinkeye* melt from this calf? . . . Weight loss is common for animals suffering from *pinkeye*. They become feverish, go off feed, and 'shrink' when they should be gaining pounds for marketing. . . . When *pinkeye* threatens profits, use Trisulfanol." An adjoining column of text explains exactly what the product is and what it does.

This example ties in with a campaign now in progress, and illustrates Cutter's approach to promotion in general. The pinkeye advertisement, blown up for point-of-purchase posters, greets wholesalers, dealers, veterinarians and farmers again to deliver a second impact. Practically all Cutter retail posters are blow-up advertisements which have appeared in business and consumer publications.

A third impression is made when reprints of the same advertisements turn up in direct mail to the several factors chosen for selected follow-up. Here's how it works:

Timed with the schedule of magazine advertising, a letter is sent out by Dr. Railsback to Cutter district managers and salesmen. The subject, say, is KRS Trisulfanol Mailing. The pieces which make up the mailing are enclosed and salesmen are told that they will leave Berkeley in a few days. They are asked to note that the mailing is in two parts: (1) a bulletin to Cutter's A and C wholesalers, with a self-mailer which is to be sent to veterinarians nationally; (2) a bulletin to B and D wholesalers, with attachments: the retail mailing which in turn contains two fold-ups (the blown-up advertisements described) and the stockmen mailing of the self-mailer.

This was preceded by a mailing to Cutter's price book mailing list—retailers, wholesalers and veterinarians. The price bulletin pointed out that a new size package of Trisulfanol was on the market. The letter to salesmen repeated the message: "We have wanted a large size of Trisulfanol; we know there is a demand for this larger size; it represents a considerable saving for the owner of the large herd . . ."

Bulletins to the two classes of wholesalers, signed by Dr. Railsback, informed them in advance of the mailing, with samples attached, showing what their customers would receive, and the date mailed. They pointed out the emphasis on the new package, mentioned price, and reminded wholesalers to place stock orders in time to meet demand of customers.

The self-mailer, identical for all classes of the trade, personified the two products, KRS and Trisulfanol, as "One Squirt" and "Handy Spray." These are "Twin Rangers" [who] "Guard Livestock Against Modern Rustlers . . ." The story is brief, with a footnote on the large size package: "New—Big Herd Economy Size Bottle with One-Hand Sprayer."

What Dealers Request

Customers of wholesalers (anyone merchandising the items to the ultimate consumer) also receive a letter. The letter is for the same classes of retail trade. It urges them to stock the larger size. The self-mailer mentioned above is enclosed.

Final paragraphs of the letter refer to the enclosed blown-up reproductions of the advertisement, inviting the distributor to return the post card if he wants to receive easel-backed displays duplicating the fold-ups. He is advised to display the fold-ups where customers can see them and to recommend Trisulfanol and KRS.

Cutter finds that about 10% of the distributors return the post cards requesting additional point-of-purchase display material. Thus 10% of the point-of-purchase material is handled without taking a minute of the salesmen's time. Additional distribution is obtained by field follow-up.

This campaign, like others on specific products, achieves co-ordination between field men and all factors in the distribution process after the stage has been set for action by magazine advertising.

Two factors make possible this integration and impact: (1) the preparation of advertising material for all classes of the trade—wholesalers, retailers, druggists, veterinarians *and* farmers and ranchers (Formerly, there was one piece for ranchers, a different one for druggists, still another addressed to veterinarians.); (2) the manner in which Cutter mailing lists are compiled and keyed.

Gets Up-to-Date Lists

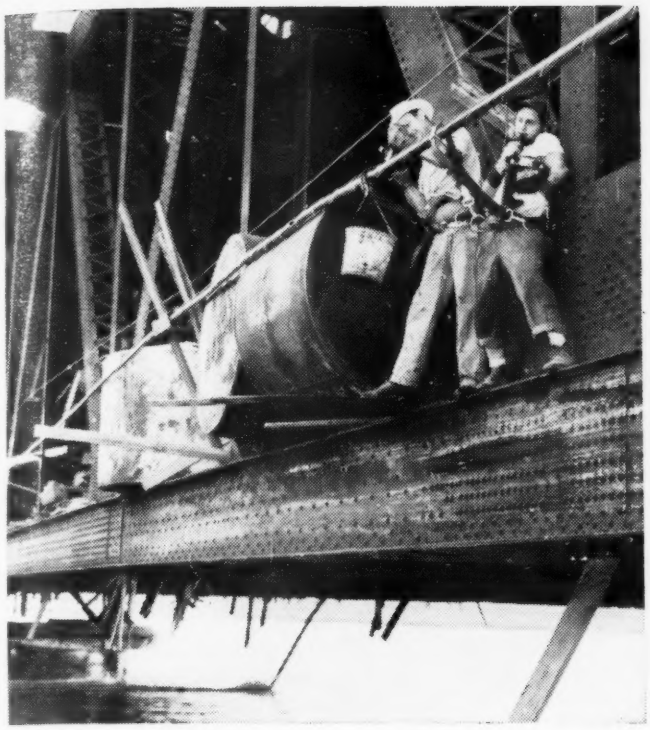
"One of our biggest jobs at first," Dr. Railsback says, "was to get accurate and up-to-date lists, expand them, maintain and key them for selective mailings."

Originally, lists were two or three times the size of those now used. One method of weeding out dead names was to send out a mailing with return post cards and start a skeleton list of live names from those who returned the cards. Dead names were permanently dropped as detail men made calls. Field men now indicate who in their areas of operation shall or shall not be added to the lists. Thus, every list is "hand-made."

The next move is to key each name. This part of the program is not completed. For special mailings names are keyed as many as five times: to key out A, B, C or D wholesalers and, at the retail end, veterinarians, feed stores, hatcheries, poultry accounts. Wholesalers are keyed according to classes of trade (poultry, hogs, etc.) and any group can be chosen for a special mailing. This does away with waste effort, saves money and advertising material and brings higher returns. Some special mailings have produced returns up to 50%.

In direct mail to ranchers and retailers who serve them, Cutter uses a series of animal health booklets. Six have been distributed, others are in preparation. The first, "Blackleg and Malignant Edema," was distributed by coupon magazine advertising and later by retailers. Expensive to produce, the booklets run into five figures.

To make distribution selective and



Above the Flooded River. Poised a few feet above the swirling flood, a telephone repairman tests a cable on a bridge between Kansas City, Kansas, and Kansas City, Missouri, while his companion uses a walkie-talkie to co-ordinate repair work. In other places, telephone men were forced to take to boats.



Meeting the Emergency. Telephone people not only worked valiantly to restore service but to keep it going. Dikes were thrown around telephone offices. Switchboards raised above rising waters. Emergency power plants set up. Mobile radio telephones rushed to towns where telephone offices were washed out.

FIGHTING THE NATION'S COSTLIEST FLOOD

From the flooded sections of Missouri, Kansas and Oklahoma have come stories of the loyalty, skill and courage of telephone people in one of the Nation's worst floods.

Many returned from vacations to help. In one town, a single radio appeal for former operators brought twice as many as were needed. Hundreds of trained telephone people from other states were rushed to the scene to help their fellow workers.

Once again the Western Electric Company — the Bell System's manufacturing and supply unit — proved its value in an emergency. By plane, fast freight and truck it rushed millions of feet of cable and wire, telephones, switchboards and other needed equipment.

No one can tell when or where such emergencies will occur, but the Bell System has to be ready and able to handle them when they happen. That means financially able as well as physically able.

This points up again that it takes a financially strong telephone company, with a strong supply organization like Western Electric, to give the Nation the service it requires.



Flying to the Flood Front. Part of one hundred Long Distance operators who were flown from New York, Louisville and Chicago to Kansas City, Missouri, where a flood of calls followed the flood of waters. With traditional Bell System speed and teamwork, they pitched in to help at busy switchboards in the stricken areas.

BELL TELEPHONE SYSTEM

to maintain close control, retailers are asked to give booklets only to their best customers and to fill out a card for return to Cutter, with the name and address of each booklet holder. Names are keyed and added to the rancher and farmer mailing list. Cutter is now able to reach all holders of the series for later direct mail communication, for distribution of revised or new booklets. Approximately 15,000 active collectors of the Animal Health series are keyed as such in the list of Cutter product users.

After the first few booklets were out, the company offered a binder to ranchers who collect them. To each binder is clipped a return post card. Titled "Enrollment Card," it says: "My Cutter distributor has presented me with a binder and a starter set of Animal Health Service Booklets. . . . Please enroll me to receive, without charge, all subsequent booklets you publish for this service." There is space for the recipient's name, address and occupation. Most of the cards are returned.

Another means of contacting farmers through retailers are post cards or cards to be used as envelope stuffers. Under the heading, "Animal Health Tips," with the retailer's name and address below ("Blair's Drug Store, Round Up, Mont.," or "Call or Visit Our Veterinary Department . . . Big Horn Drug . . .") is the text: "Several of our customers have said, 'We know Blacklegol *S* is darn good—why is it so much better?' Maybe you've been asking yourself the same question. Here's the answer . . ." Ten lines of easy-to-read information on the item follow.

Dealers receive samples of the cards together with an "Authorization Card" which when returned brings them monthly batches in the number specified, featuring seasonal veterinary information and product advertising over the signatures of the dealers. Dealers receive the "Tips" at a cost of 1 cent a card and are billed at the end of the year. This service is expanding steadily through requests from Cutter salesmen.

Winston-Salem

A GROWING MARKET OF MORE PEOPLE WITH MORE MONEY TO SPEND THAN EVER BEFORE

A 9-COUNTY MARKET with 1950 Net Effective Buying Income of $405,941,000*

*Sales Management, 1951 Survey of Buying Power

The JOURNAL & SENTINEL are the only papers that cover this rich, growing market in the South's No. 1 state.

The JOURNAL & SENTINEL are the only papers in the South offering a Monthly Grocery Inventory—an ideal test market.

The JOURNAL & SENTINEL are the only papers completely blanketing an important 9-county segment of North Carolina.

YOU CAN'T COVER NORTH CAROLINA WITHOUT THE

WINSTON-SALEM JOURNAL and TWIN CITY SENTINEL

MORNING SUNDAY EVENING

National Representative: KELLY-SMITH COMPANY

Matches, Signs, Calendars

Additional sales aids to maintain contact between retailers and their farm customers, supplied at cost by Cutter, include: imprinted match books, calendars, veterinary department signs (up to 8-foot sizes), and rodeo stickers which are used on automobiles and trucks in areas where rodeos are scheduled. Plaster cows imprinted with "Now is the time to vaccinate" are distributed to retailers. Etchings of western scenes, given to thousands of stockmen, are framed and treasured.

"We come upon them constantly, on farms and in stores, in all sorts of surprising places," says Dr. Railsback, who spends much of his time in the field.

Advertising mats, radio scripts, decals, window decorations and display pieces are given freely to retailers. There is a charge for some pieces—mainly for psychological reasons. "They are used to better advantage



when they are paid for," Dr. Railsback maintains. Coro-vel signs, used from time to time are loaned.

Dr. Railsback points out that the program (1) maintains contact, at retail and consumer levels, between salesmen and detail men to prepare ground for their calls; (2) cuts down inventory of advertising, educational material and sales aids at shipping points (Seattle, Los Angeles, Denver, Dallas, San Antonio, New Orleans, Atlanta, Chicago, New York); (3) gives field men more selling time.

Motion pictures are important dealer-consumer aids. Eight prints of "Disease—the Unhung Rustler," provide facts on cattle disease control, and are used by Cutter field men in cooperation with retailers, to put on shows in farm communities. The film is also loaned to county agents and schools. A number of prints have been sold to leading agricultural colleges throughout the country for school film libraries. More veterinary films are scheduled.

Specific drives to increase effectiveness in all phases of animal health promotions are launched with reference to both seasonal and geographic incidence of the diseases involved. Peak sickness incidence among cattle, sheep or poultry varies in different parts of the country. A farmer is not impressed with the experience and knowledge of his retailer or the manufacturer if he receives a reminder at the wrong time; saleswise, the appeal of advertising is weakened or wholly ineffective.

While calls by detail men on dealers, veterinarians and farmers who use Cutter products may not be frequent, they are "led up to," and the contacts are kept alive by frequent reminders and aids.

What has the program accomplished for Cutter Laboratories' Animal Health Division? "The first year," says Don Court, vice-president of sales and advertising, "little change in the sales picture could be attributed to the program. That didn't surprise Cutter. We knew farmers, ranchers and stockmen well enough not to expect them to move—or be moved—fast. We kept right on promoting."

This year, the second of the integrated and organized program, Cutter has begun to get its reward.

"Specifically," says Mr. Court, "all evidence points to the fact that our integrated advertising program is contributing to the rising veterinary sales curve. Not only is there increased interest on the part of stockmen, veterinarians and druggists, but our sales personnel are aware of the appreciation of the Animal Health Service.

"This interest on the part of our customers steps up enthusiasm on the part of our sales force. The result is a change from a previously modest increase to a comparatively sharp rise in general.

All along the line relations between Cutter and the trade, between Cutter distributors and their customers, between the farmers and ranchers and the Laboratories, are more friendly.



CARTON SUBSTITUTE: Developed because of possible pasteboard shortages, the new Orange-Crush paper bag is a happy substitute because it's inexpensive to bottlers and requires less storage space than the regular carton. It can be used repeatedly.

Does "*Switching*" Burn You Up?

"Switching" brands can be a saintly virtue . . . if you benefit by it . . . or a stab in the back . . . if *your* product suffers.

In big city markets, switching is a normal risk, hastened by your competitors' sales and advertising pressures . . . counteracted by putting on your own extra heat.

Switching doesn't bedevil the Small Town market. Coupons and sampling aren't economically effective. Heavy local schedules are impossible. For the true Small Towns, as GRIT's yearly Reader Surveys show, are remarkably loyal to certain brands.

Those brands, understandably enough, are the ones which tell their story where Small Town people are sure to see it.

How else, for example, do you explain why the one cigarette *consistently advertised* in GRIT shows a far greater popularity among the readers of GRIT than it does nationally?

To develop a *loyal* market use GRIT . . . edited for and bought by 650,000 families in the Small Towns of America.



40% in '49, 42% in '50, 44% in '51— that's the steady sales gain among GRIT readers of the cigarette regularly advertised in GRIT. That cigarette's share of the national market is 26%.

What product have you that GRIT readers should know about?

GRIT

AMERICA'S GREATEST FAMILY NEWSPAPER

WILLIAMSPORT, PA.

Don Lee audiences have grown

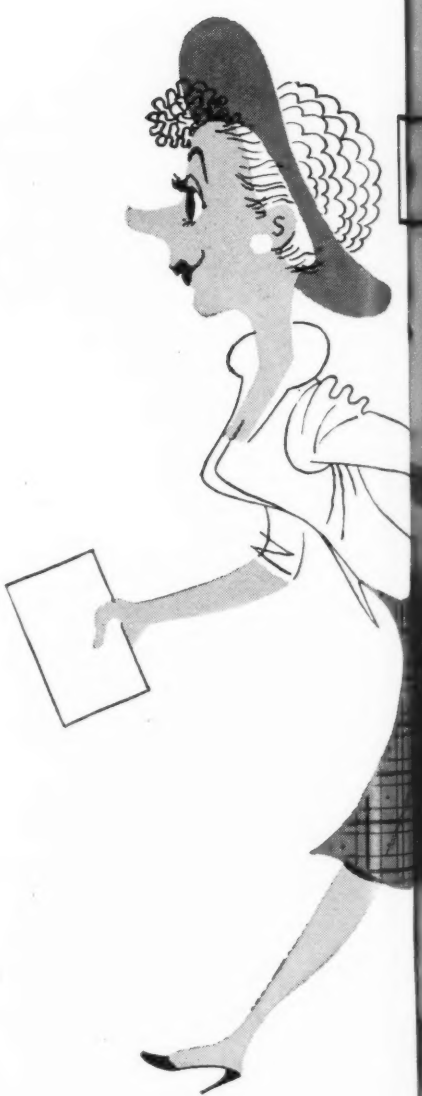
Daytime audience 16.3% bigger
Evening audience 22.3% bigger

(according to Nielsen, 1st half of 1951 vs. 1st half of 1949, full network average audience)

Don Lee can deliver your sales message consistently to more people through their own, major, local selling medium at a lower cost per sales impression than *any other* advertising medium.

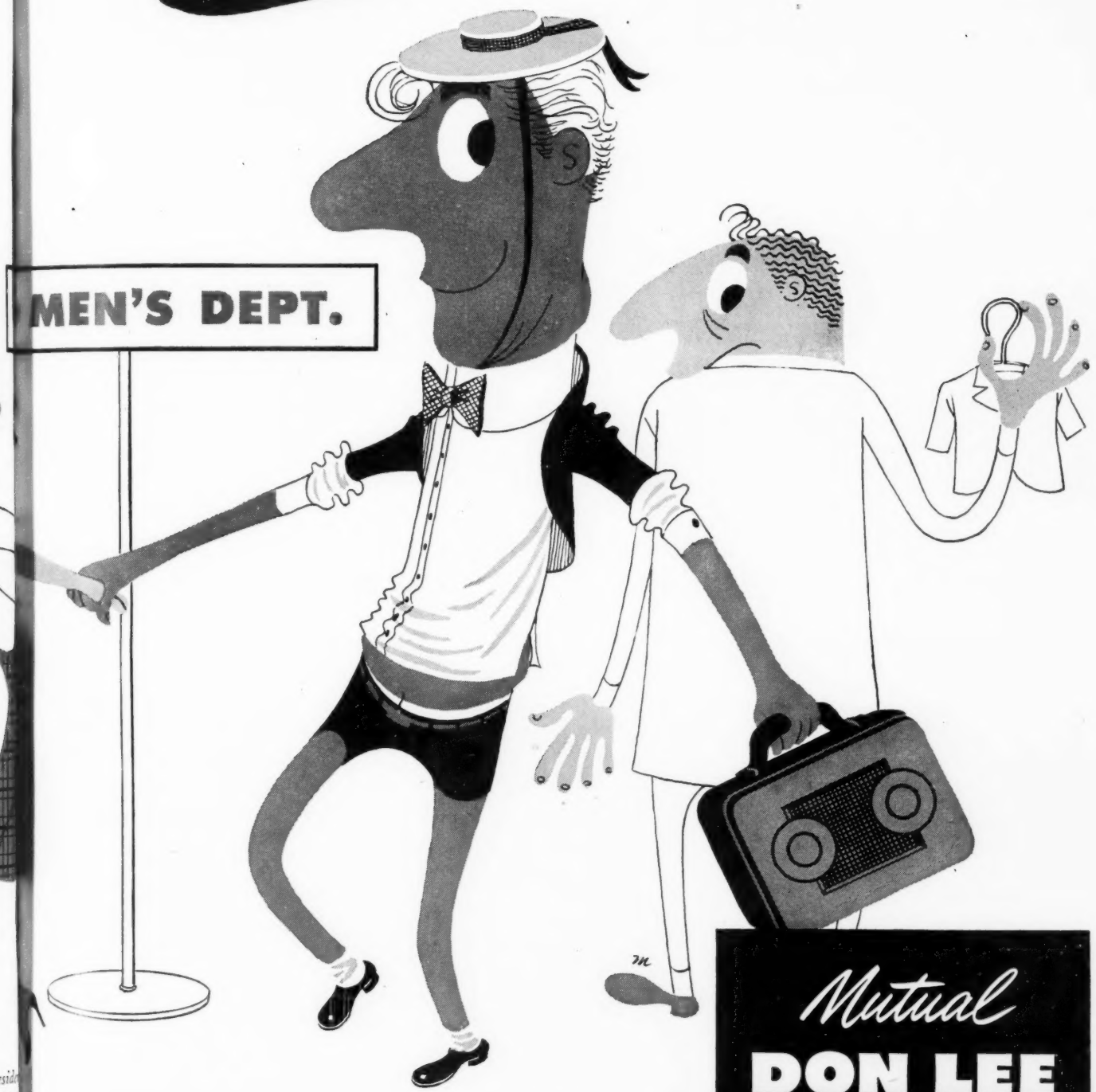
That's a *big* statement, but it's true because Don Lee is a *big* network. Don Lee broadcasts *locally* from 45 network stations in 45 important Pacific Coast markets with all the local selling influence and prestige that you need to do the best job of selling *within* each local market... where your sales are actually made.

As a matter of fact, Don Lee is the only selling medium actually designed to sell consistently to all the Pacific Coast. That's why Don Lee consistently broadcasts more regionally sponsored advertising than any other network on the Pacific Coast. Don Lee delivers *more* and *better* and the advertisers who sell the Pacific Coast know it.



WILLET H. BROWN, *President* • WARD D. INGRIM, *Executive Vice-Presid*
NORMAN BOGGS, *Vice-President in Charge of Sa*
1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORN
Represented Nationally by JOHN BLAIR & COMPAN

much bigger on the Pacific Coast



The Nation's Greatest Regional Network

Mutual
DON LEE
BROADCASTING SYSTEM

What the Carpet Folks are Doing About Sloppy Selling at Retail

Carpet Institute has been engaging in some mass sales education at the dealer level to improve both the attitudes and the product knowledge of carpet salespeople. Results are good enough to justify a continuing program.

Carpet retailers were worried back in 1945. They had reason to be. While sales curves of home appliances, automobiles and radios had looped skyward, per-family consumption of carpets and rugs showed a long-term downward trend. Purchases of floor covering had not kept pace with spendable consumer income; the areas of uncarpeted floor in better-than-average-income homes could have been measured in square miles instead of square yards.

The Carpet Institute, Inc., knew there was an untapped market for carpets. What was needed was an injection of sales training adrenalin at the retail level. It was up to the Institute, a market development and trade promotion organization comprised of a majority of wool carpet and rug manufacturers in the United States and Canada, to blaze the trail.

Merrill Watson, president of the Carpet Institute, called in Mary L. Brandt, explained to her that carpet retailing was a moribund industry which hadn't brought out anything new in years, that retailers generally felt manufacturers had no conception of their problems, and that retail sales training was going to be the top priority post-war job. Could she help?

The Mary L. Brandt Home Furnishing Training Course had already been published and put to work for 300 leading stores, colleges and manufacturers throughout the United States, Canada, Italy and Brazil. And she had been home furnishings training supervisor and director for Lord & Taylor, New York City.



"WHAT DO I SAY . . . when a customer asks, 'Would scatter rugs make my living room appear cluttered?' " Retail carpet salespeople are learning right-answer techniques.

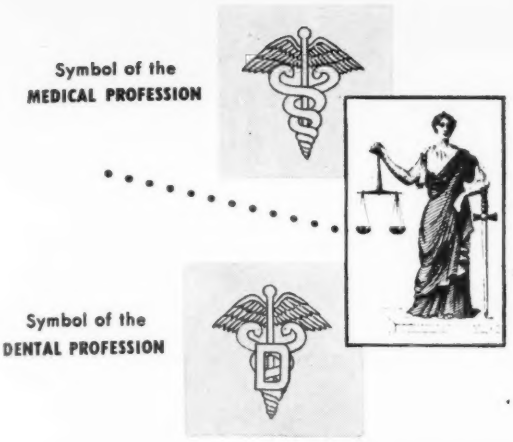
To date, "Selling Fashion from the Floor Up," the Institute's packaged sales training program prepared under the direction of Mrs. Brandt, has been presented to approximately 10,000 retail salesmen in 97 cities.

The present training operation, however, was developed through a trial-and-error process which began in 1942, when the Institute hired the Market Research Corporation of America to examine the relationship of the industry with its dealers, and to unearth ways the industry might help retailers do a better job of post-war selling.

"Operation Alert" Begins

The plan has developed into a comprehensive merchandising program which invigorates the industry at four nerve centers: retail sales training; the Amos Parrish Co., Inc., store operations conferences, an annual study of financial results in top department, furniture, and floor covering specialty store operations in carpets and rugs — and how these stores achieved their results; a public relations program designed to gain product attention and good will at the consumer level; an annual event, the Carpet Fashion Opening, which presents each spring new fashions in carpets and rugs to consumers; approximately 15,000 stores have participated in this event during the past three years.

To spearhead the new sales training phase, the Institute retained a consulting organization to prepare a sales training course titled "How to Sell Color and Design." The course was developed not only as an aid to floor covering salesmen, but to help all home furnishings sales personnel. More than 11,000 of these courses, in booklet form, were sold to 2,500 retailers. But sales training requires constant reorientation, depending on



PROFESSIONAL MEMBER
Sales Institute OF America

. . . . . **and** *this is the symbol of* **S.I.A.**

The Only Professional Membership Organization for Salesmen.

Because the standards set by the Sales Institute of America are the highest in the selling field, the SIA insignia is an honored symbol of professional skill, achievement and integrity. Membership in SIA gives the salesman an entirely new sense of prestige, makes him a more successful salesman, results in greater management loyalty.

WHO BELONGS TO SIA? Membership in SIA is strictly limited and selective. Special invitations are offered periodically to the country's leading sales executives. It is then up to these executives to decide who among their salesmen merit the privileges of SIA Membership . . . who will profit most from SIA's indoctrination and extensive information services.

WHAT SERVICES DOES SIA OFFER MEMBERS? When a salesman is enrolled in SIA, he receives an engraved membership certificate for permanent display in home or office . . . and an engraved membership card which he will proudly use for identification as belonging to the most prominent organization in his field. These credentials entitle the Member to:

1. SIA'S MONTHLY SALES FILE—This official guide to successful salesmanship keeps each member reliably informed on every significant new sales technique developed by the world's outstanding salesmen. Among the subjects to be covered in the near future are: "Controlling the Interview", "Handling Objections", "Closing the Sale", etc. There are as many reasons as there are sales files why SIA members are among the most competent, best-informed salesmen in the country. They receive these reports at home where they are most receptive to new ideas . . . and more inclined to accept them since they come from an impartial "third party."

2. SIA'S BI-MONTHLY SALESMAN'S NEWS REPORT—A concise, vitally informative resume of world developments that are important subjects of an effective salesman's conversation. Of particular value are the industry-by-industry news highlights which give the salesman the talking points he needs when "breaking the ice" during interviews with prospects in each special interest field.

3. SIA'S MEMBER CONSULTING SERVICE— A Member may call in the organization for expert counsel on the best ways to approach his specialized selling problems. SIA has a wealth of information conveniently on file which would ordinarily take countless hours of painstaking research for the individual member to find out for himself.

4. SIA'S SPECIAL MEMBERSHIP EXTRAS—At frequent intervals, SIA issues special reports to help its members save money, make better use of time, make things easier in their work, etc. For example, a bulletin now in preparation, tells SIA members "How to Reduce Your Income Tax."
All material issued by SIA is on the practising salesman's level, based not on theory but on tested fact.

WHAT DOES MEMBERSHIP IN SIA COST?

A full Membership in SIA costs $2.00 per month and entitles the Member to all benefits. But if you fill out and mail the special coupon below, we will enter your own trial Membership at the INTRODUCTORY RATE of only $4.00 for three months, so you can find out for yourself how helpful the SIA can be to you—and to the members of your sales force.

Since Management-sponsored enrollments in SIA make ideal Christmas gifts to salesmen, please fill out and mail the coupon without delay—while we can still send you full details before you make your Christmas gift decisions.

SPECIAL NOTE TO
SALES EXECUTIVES

If you accept this special trial offer NOW, we will send you a FREE portfolio, giving you complete details about Management-sponsored Memberships. Your immediate request will bring you this portfolio in time to enter Christmas gift enrollments for the members of your sales staff.

SALES INSTITUTE OF AMERICA, Norwalk, Conn.

Gentlemen: I want to take advantage of your special offer, so I am enclosing $4.00 for a three-month trial membership in SIA.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ **ZN** ___ **STATE** _____

☐ **Since my title in the above firm is . . . . . , please send me the FREE Portfolio, giving complete details about management sponsored membership.**

shifts in market volume, consumer attitudes, tastes and wherewithall. So changes were gradually made in the four-point program, and sales training became one of the Institute's most vital weapons.

In 1947 Mr. Watson met with a number of retailers, found the prepared course was usable in only those stores that have sales training directors. Retailers, Watson found, were dissatisfied with "cold print" training and asked, instead, for "personal" training. That's when Mr. Watson turned to Mary L. Brandt for a course slanted toward floor covering, but similar to the home furnishing training plan she had already developed, and which could be presented personally by sales training instructors.

The philosophy behind Mrs. Brandt's original course made sense to the Carpet Institute. Salesmen should be equipped with product information, but all the product information in the world accounts for little if the salesman can't supplement his knowledge and convince Mrs. Customer with professional *selling techniques.*

The Institute wanted carpet salesmen to know how to approach the chic bride who asks, "Show me something to go with my French Provincial bedroom furniture." Salesmen should be able to draw out information with tact, evaluate with intelligence, suggest with taste. Blandly, the ideal carpet salesman should be able to handle a customer's personality problem with as much professional dispatch as he does her rug pattern problem.

Armed with the basic principle that it is more impressive to "see" than to "hear," Mrs. Brandt and the Institute went to work on a packaged training program which would combine visual demonstration with informal talks — provide the retailer with a more intelligent customer approach. This is the way the program operates today:

Two young men, sales training directors, travel continuously throughout the country to bring the instructive demonstrations to towns of 100,000 or more. Invitations are sent two or three weeks before the program is to be put in operation in a given city, and are mailed to retail store buyers and to mill distributor men. The invitations are not loaded with shotgun adjectives; they merely ask buyers and distributors to call on their customers and tell them that "the Carpet Institute Sales Advancement Program is coming to your city," and that "the program will be given free of charge to retail carpet salesmen in cities visited." The mailing then outlines training features: "Conducted by a traveling representative of the Institute. . . . Covers style, fashion, color, decoration, selling methods. . . . Every retail carpet salesman is eligible."

Several days before the program starts, cards are sent to salesmen reminding them that they are "signed up for the advancement program to be held at ..... hotel." Each store in a locality is invited to send as many salespeople from the carpet and rug and home furnishings departments as they wish, free of charge. In addition to carpet salesmen, advertising and display people are urged to attend. Buyers and assistant buyers are asked to come. As many representatives as possible from each department are invited so that "everybody will be thinking alike."

Beguile Them

Generally, the ratio of people from each department depends on the size of the department. Meetings are more effective if no more than 50 persons attend at one time, although the directors have successfully handled 100 men at one time.

Meetings are held after working hours. There are two evening sessions, each lasting three hours. Informality is the rule or, as Robert Burchette, a former training director puts it, "The idea is to beguile salesmen with showmanship and chatty demonstrations." The director's talk is punctuated with flip-chart displays showing harmonious color schemes, furniture styles and arrangements. Strip film is screened in a darkened room. This reemphasizes the importance of color harmony as a selling tool, portrays style, fashion and decoration in floor covering.

Commentary along with the demonstrations explains how to bridge the psychological gap between desire and actual purchase, how to approach customers of various educational and taste levels, and how to arouse in customers an appreciation of the role carpets and rugs play in making a home attractive.

Carpet samples are a part of the course, and the technical ramifications of weave and manufacture are pointed up by use of these samples. Characteristics of man-made fibers, such as rayon, are emphasized, because currently there is a transition trend in which carpet consumers are asking about the new rug materials.

(Continued on page 60)

Prints 5 Colors at one time!



Makes 60 Copies a Minute!

• PRICE LISTS • MAILING PIECES • MEMOS
• POSTCARDS • BULLETINS

Yes, the APECO Speedliner gives you the help you need when you want to produce lots of copies, quick! No mussy stencils! Takes any size—postcard to 8½" x 14". Like having dozens of typists around! A compact machine that makes copies—in one, two, or up to five colors—at one time for less than ⅓ cent per copy. No muss or fuss! Anyone can run it!



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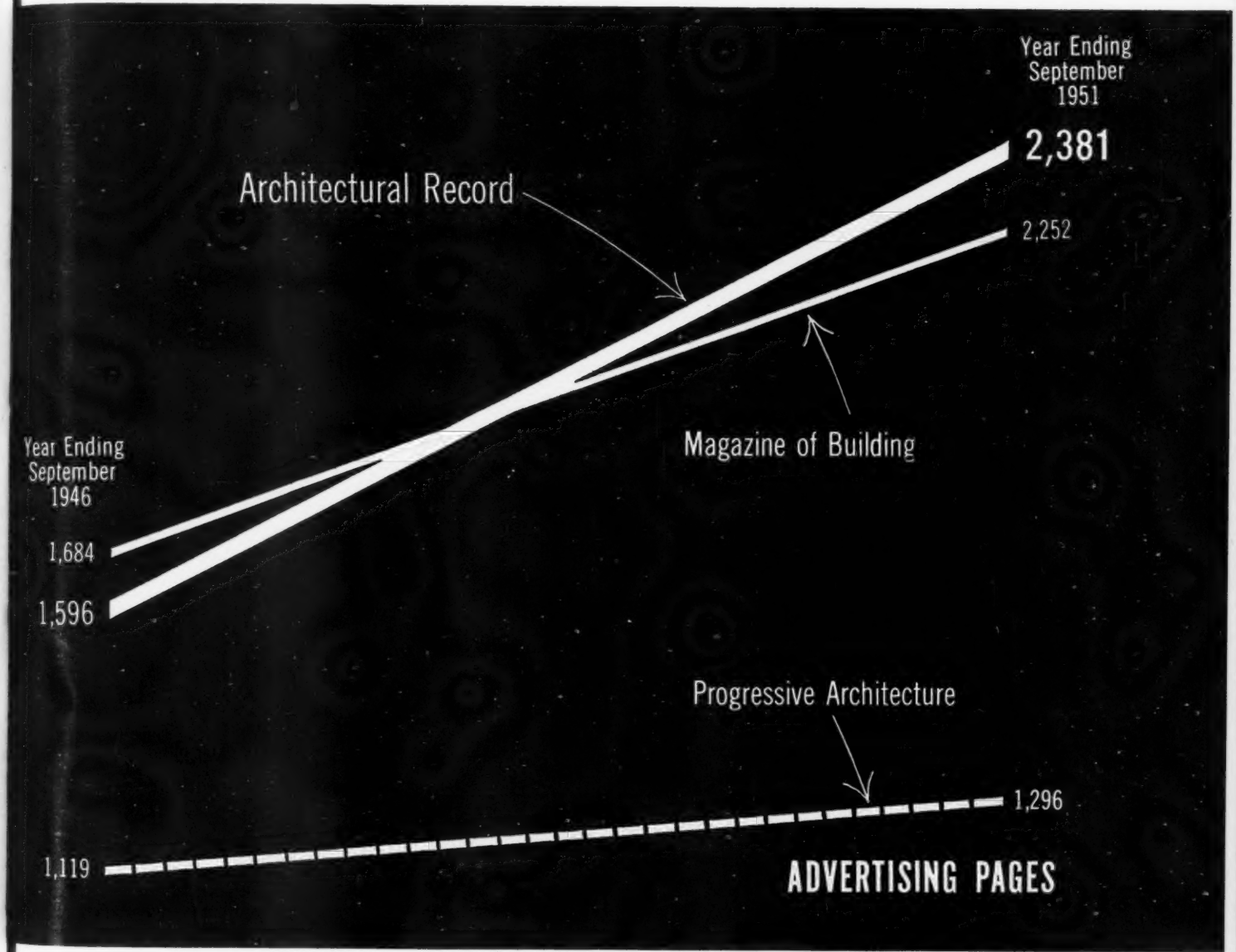
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Architectural Record, with its exclusive access to Dodge Reports is the one magazine that scientifically demonstrates the value of its circulation to advertisers in terms of building planning and specifying activity—regionally, nationally, and by types of buildings.

And here's a final fact of utmost importance to advertisers: *Architectural Record delivers the largest audience of architects and engineers at the lowest cost per page per thousand.*

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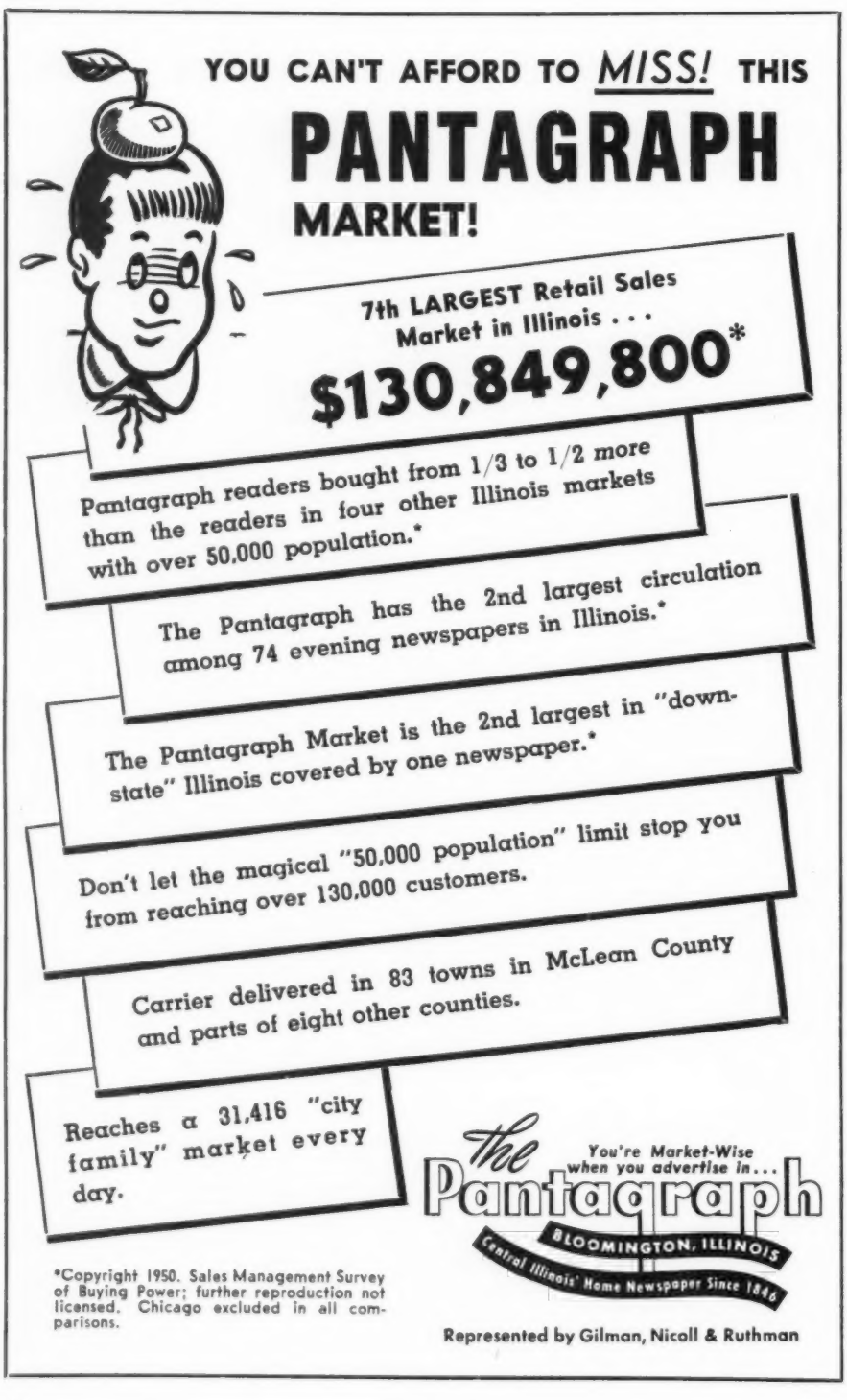
A 120-page booklet authored by Mrs. Brandt, "Selling Fashion from the Floor Up," is distributed among salesmen, plus a "Carpet Color Cue" wheel, a sales tool with which various rug-wall-fabric color schemes planned around eight of the most popular rug colors can be dialed, telephone style.

The booklet, used as a supplement to the course, points out that ". . . This is not a school session in which a so-called teacher lays down a collection of rules which are supposed to answer all the questions . . . rather . . . the program seeks to present methods which will add to the salesman's tools."

Two representative types of customers "whose different home furnishing problems you are sure to encounter—Mrs. Stout, the clubwoman, and Mrs. Young, the young wife without self-confidence" — are introduced in the booklet, and solutions to their problems are offered. Other chapters discuss good taste, terminology, periods, fashion, color.

The course director, in suggesting rug color schemes and accompanying appointments, sometimes meets with mild opposition from salesmen in the classes. Occasionally, for example, they may feel certain color combinations demonstrated are not the most desirable. When this occurs, the instructor asks, "What would be a logical substitute?" "What style would you suggest?" In this way the creative imaginations of class members are given practical exercise. Men like to pit their creative skills and egos against those of the instructor, and they meet the challenge with enthusiastic appetite. This is one of the greatest values of the course.

When the show is completed, rug samples, film, projector, charts and easels are bundled into two cases, making a total of 170 pounds of equipment. Then the show, like a miniature circus, moves on to the next city for another two-night stand. In 1950 approximately 50 cities were visited.



Result: No Sleepers

What about results? Is the sales training adrenalin doing its work?

Whether the program makes the difference between a professional or amateur salesman, is difficult to determine at this point except by word-of-mouth. Course directors report these sessions are conducted without "a sleeper or a wiggler." A continuing study of successful soft floor covering operations conducted by Amos Parrish Co., Inc., shows that stores with top volume increase made more organized—more varied—and more frequent use of the sales training techniques than those stores with below-average volume performances.

A furniture store in a medium-size city attributes its increase of carpet sales from 14% to 18% of store volume principally to sales training. A department store attributes its sales gain of 50% mainly to its effort to make every salesman "a demonstrator." A top New York City department store recently wrote to one of the training directors: "The talks which you gave our rug salesmen and interior decorating staff were splendid. We have never had a speaker who got such an enthusiastic response from his audience. After all — rug salesmen are not the easiest group of men to interest — but interest them you did. . . ."

On October 23, 1951, continuation of the full-scale program was approved by the Institute's board of trustees. Remarked a course director: "The sales training program is the most successful public relations operation the Institute has attempted."

Dear Editor . . .

ROBOT SELLING

Editor, SALES MANAGEMENT:

That series you have been running involving shopping experiences is a constant symphony of delightful music to my ears.

I say that because you know how I have been insisting that the vast majority of retail floor people are not salespeople—they are merely attendants. In fact, I have said on several occasions in Grey Matter that there is as much unselling on most retail floors as selling!

For these reasons I was particularly interested in the lead editorial in one of your very late issues—I think it was just a week ago. This was the editorial in which you remarked in the third paragraph:

"A few years back we remember what sounded like wild predictions—that most retail selling would be either of the robot type, through machines, or in super markets where customers helped themselves, that soon there would be no retail salespersons."

I don't know whether you had me in mind particularly when those lines were penned—but I like to believe that I was among the first to talk about robot retailing and, indeed, my recollection is that when I started on this angle some five or so years ago that at least some of the business papers were not particularly partial toward my way of thinking.

I was equally gratified to note that you went on to say in this editorial that "the manufacturer must take over a larger share of the responsibility for store selling." As you know, both from Grey Matter and from that talk you heard me make in Chicago, I have been iterating and reiterating the point that as we have less selling on retail floors the manufacturer must do both more preselling and more in-store selling.

I was equally pleased to hear you say that the manufacturer "must strive for more and better interior displays" and that he must arrange for tags and labels and cartons "which will answer the questions which customers cannot get answered through today's crop of retail salesmen and women." It so happens that these two topics were precisely the subjects discussed in very recent issues of Grey Matter. I am enclosing the two issues in the event they escaped your notice.

It is very cheering to know that you and I see eye to eye.

E. B. WEISS
Director of Merchandising
Grey Advertising Agency Inc.
New York, N.Y.

BUILDS MEN

Editor, SALES MANAGEMENT:

We couldn't let your October 15th issue pass without commenting with enthusiasm and thanks for Mr. Morris Pendleton's Letter to a Junior Sales Executive.

Even if we weren't more than usually appreciative of the necessity of such thinking at this time, due to Canadian conditions, it would still be the best thing of its kind we have seen in a long, long time, and we are happy for the boost it has provided.

Thanks.

C. M. KING
The Hoover Company Limited
Hamilton, Ontario, Canada

(Mr. King refers to "A President's Letter to a Junior Sales Executive, p. 44, October 15, 1951—The Editors.)

HERE'S MORE ON THE LITTLE GUY

Editor, SALES MANAGEMENT:

Might I add a thought to your recent article under the caption "Don't Under-Rate the Little Guy?"

Suppose you had 100,000 units to sell. Over the years, you can prove, without using a slide rule, that it is more profitable to have 10,000 accounts selling 10 each—total 100,000—than it would be to have 100 accounts selling 1,000 each—total 100,000.

Just suppose you would lose 10 of the 100 accounts selling 1,000 each, you would lose 10% of your business. If you were to lose 100 of the 10,000 accounts selling 10 each, you would lose only 1% of your business.

Likewise, if 10,000 accounts selling an average of 10 each would increase their sales by 2 units you could very easily show an increase of 20% in volume for one year.

100,000 units is certainly volume production and assuming the article was a $10.00 retail or $5.00 each at wholesale, you would come up with a half-million-dollar business which if multiplied by, say, 4 items would be profitable. It would also be typical of many of the so-called small manufacturing companies which right now are contributing in a big way to the National Defense Program.

EARL W. HOUGH
Sales Manager
Kaufman Manufacturing Co.
Manitowoc, Wis.



• Above are represented a few of the national advertisers who have had Burgoyne *pre*test their sales, advertising and promotion ideas, some for a number of years.

• For example, one manufacturer checked a premium deal with and without newspapers in Cedar Rapids, Charlotte and Syracuse . . . *Management okeyed the proven program.*

• You *too* can use Burgoyne *presearch insurance* on salability of new products . . . new packages . . . new ad themes . . . displays . . . or any idea to boost sales.

• Fit your distribution and your budget in one or several Burgoyne recognized *pre*test cities.
• Write for a proposal today!



AMAZING COST-CUTTING INVENTION

Records...Plays...Erases...Automatically



AMPRO Tape Recorder

- √ Record Sales Meetings and Conferences!
- √ Record Messages to be sent Distant Salesmen!
- √ Get Verbal Shorthand...Dictate Correspondence!

$119.75 Complete

Amazing Ampro 731 Tape Recorder—World's Lowest Priced! Hear what you record immediately . . . use the same tape over and over . . . erase or keep the message, as you desire . . . runs 2 full hours on 7" reel! This remarkable new tape recorder is easy to operate—easy to carry—weighs just 17 lbs. See your dealer!

AMPRO Stylist
16 mm. SOUND PROJECTOR



$375.00 COMPLETE

- √ Effective for Sales Training!
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- √ Unbeatable for Selling Intangibles!

Ampro Stylist—a really practical projector for sales use! So light a woman can carry it—weighs 29 lbs. So simple to set up, thread and run, an office boy can operate it. Runs a full hour without reel change. Streamline your selling—check and compare the features of $500.00 projectors with the Ampro Stylist!

Write now for full details

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8mm Cameras and Projectors
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AMPRO

The ABC's of Effective Sales Letters:

Speak Softly When You Say "No"

BY CHARLES BURY
Correspondence Consultant

Perhaps the stiffest of all tests of superior letter-writing ability comes when you must dictate a message that embodies refusal. Here are some practical suggestions for handling the ticklish "no" letter with tact and finesse.

Too many letters these days start off with such phrases as:

"Unfortunately . . . "

"It is with regret . . . "

"We are sorry . . . "

And then end up with:

"Regretting this inconvenience . . ."

"We are sorry that this is the case . . . "

"Again accept our apologies for our inability . . . "

Such letters are twice-sad. They are sad at the beginning because they signal the reader to watch for "bad news"—and again at the end because they *remind* the reader of the "bad news."

Of course not every letter can bear good news. Unfortunate circumstances do occur. Adjustments have to be refused. Applications to buy on credit must be denied. Dealers who ask for free advertising helps must be turned down. Also, in these days especially, business you would ordinarily give your eye teeth to get sometimes has to be reluctantly turned away. Requests of all kinds have to be answered with a "No."

At first glance it looks as if a "sad-

How To Say "No"

Too many apologies sound phony to the reader. Where an apology or a regret is necessary, a brief "I am sorry . . ." will usually suffice. In most cases, however, the letter can be written without such expressions:

1. Try to find something good about the other person's request—if it is only a "thank you" for his letter. Start on a positive note.

2. Tell the reader what *can* be done. Put the good news first.

3. If you can't do anything, soften the "No" by saying you "wish you could . . . but . . ."

4. If possible tell him *why* you are refusing. Important. Don't dodge with "Our policy prevents . . ." or similar phrases.

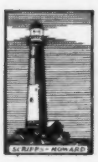
5. End the letter on a *constructive* note:
   (a) Try to do something else for him—suggest alternative.
   (b) Assure him that he is still appreciated as a customer.
   (c) Offer to be of assistance in the future.

Be quick to say "YES"—be slow to say "NO."



Colonel Memphis is out front with one of the largest percentages of increase in total retail sales in the nation since 1939! It's just another indication of the rapid strides being made every day by Memphis, hub of a two billion dollar Market. Use BOTH Memphis Newspapers to cover this tremendous buying potential at an optional daily combination rate of 57c per line.

Source: C.M. Analyst, September, 1951
(1939 equals 100%)



MEMPHIS PRESS-SCIMITAR
THE COMMERCIAL APPEAL

Scripps-Howard Newspapers

sack" letter has to be written complete with "sorrys" and "unfortunatelys" and "regrets." And perhaps for additional measure, the letter could be "edged in black" to forewarn the reader before he opens it.

But if you look hard enough, there usually is some kind of "good news" that can be told. For example, here is a typical turndown letter:

"We are very sorry that we will be unable to fill your order for Book No. 1 as the instock date was changed to the latter part of May.

"The reason for the delay is that we had to make some last minute changes in this book, and as a result the book is being held at the bindery.

"We have entered an order for Book No. 2 for immediate shipment to you.

"Please accept our apologies for the inconvenience we have caused you in this delay."

"Sorrys," "Apologies," "Inconvenience . . . " " Delays . . . " How sad! And the "good news" is buried in the third paragraph. Why not turn the letter around and say:

"It is a real pleasure to receive your order for the two books. Our hearty thanks.

"You'll be glad to know that Book No. 2 is being immediately shipped to you. I am sure this book will make for many pleasant hours of profitable reading.

"Book No. 1 will also be sent to you shortly. We had some last minute changes on this book, and it is now at the bindery. But I'm sure you'll agree when you read it, that these changes make the book well worth waiting for.

NEW JERSEY'S FOURTH LARGEST MARKET

NOW WE ARE CHECKING



This is the third in a series of 10 week continuing studies conducted in over 10% of all grocery store outlets throughout Bayonne.
10 week surveys of Margarine, Instant Coffee and now Soap Flakes have been tabulated by brands, sizes, sales, type of outlet, etc.—and are yours for the asking.

Send or call for complete details of current and contemplated grocery store surveys.

THE BAYONNE TIMES

"Bayonne cannot be sold from the outside"

NATIONALLY REPRESENTED BY

BOGNER & MARTIN

"As soon as Book No. 1 is off the presses—which should be in about four weeks from now — your copy will be rushed to you."

Here's another one:

"Unfortunately we cannot supply you with the dozen cases of compound that you recently ordered. We are sorry that this is the case, but circumstances beyond our control. . . .

"However, if you could get by with three cases, we'll do our best to ship these to you. . . . "

Again the "good news" is buried. Why not turn this one around so it reads:

"We'll be glad to ship you three cases of compound . . . We wish we could send you the 12 you ordered. . . . "

Then proceed with the "ifs" and "buts" and "howevers." But put the good news *first*. Let the turndown wait until near the end of the letter when the reader has been cushioned for the shock.

"Accentuate the Positive"

Suppose there is no good news? At least you can *wish* there were. You can at least start the letter on a positive note by thanking the other person for writing, and when you can say something like:

"We wish we could . . . but . . . "

"Much as we would like to . . . but since . . . "

"Nothing would give us more pleasure than to . . . however . . . "

These phrases soften the "No." Then you can proceed with the turndown, giving a convincing explanation of why the request must be denied. Finally, instead of ending the letter with a "regret" or an "apology" you can close on a constructive note for the future.

For example, an insurance client of mine previously wrote turndown letters which were unintentionally curt and abrupt, such as this:

"This loss frequency is entirely too high, and we feel that this business has definitely proven itself unprofitable. Please return our policy for cancellation immediately."

To an agent who has sent in business in good faith and who had probably already spent his commission mentally, such letters are like a slap in the face. When these letters were "face-lifted" they declined the business tactfully—yet kept the friendship of the agent. Such as this one.

"It was nice of you to think of ..... company when placing this risk. I wish that the compliment could be returned by carrying the coverage for you, but we already have two lines under this policy. This type of risk has always given us considerable difficulty, so if you will cancel promptly, we will try to make it up to you in handling some other line."

A manufacturer turns down orders this way:

"Thank you for the privilege of bidding on this equipment. Nothing would please us more than to add your name to our books. But since shortages have cut our production by more than 40 percent—and as much as we wish it were otherwise—we just can't take care of another customer.

"You may be sure however, that we appreciate your thinking of us. And although we must say "No" today, we shall be looking forward to the time when we can be of service to you."

A credit manager turns down an application for credit terms like this:

"Thank you for the promptness with which you sent us your credit references. All of your associates spoke well of you as a business man.

"Although Plainport seems to be an excellent location for a store in the future, we must in fairness to you refuse the $600 credit because your proximity to the big retail stores of New York City means that you must meet the competition of merchants offering a wider selection of merchandise at lower prices.

"We are sure that the best way for you to meet this competition is to buy smaller amounts of merchandise for cash. This will enable you to take advantage of our 2% discount and will give your customers a wider selection at lower costs. By cash buying you will build up a credit rating within a few months. . . . "

Each of these letters turns down a request tactfully and graciously. Yet there are no "sorries," no "regrets." Each letter starts on a positive thought and end on a constructive one. Yet they are courteous, tactful, and fair, and the reason for the "No" is logical and convincing.

There is no excuse for a curt, indifferent turndown letter. Letters can say an emphatic "NO"—but they can say it in a way that wins customer good will for the day we will want *them* to say "YES!"

(This is the sixth and final article in the group on sales letters by Mr. Bury. The first article appeared in the September 1 issue; others in each succeeding issue. SALES MANAGEMENT will not have reprints of the series as they appeared in the magazine. However, Mr. Bury has combined the same material in a booklet called "How to Write Great Letters," and has furnished a limited quantity of these to be distributed through SALES MANAGEMENT's Readers' Service Bureau. Cost is 35c per copy.—The Editors.)

Worth Writing for . . .

Booklets, Surveys, Market Analyses, Promotion Pieces and Other Literature Useful to Sales Executives

Selling Grocery Products in Fort Smith, Ark.: Information on grocery classifications made available by the Fort Smith *Southwest American* and *Times Record* through Arkansas Dailies, Inc. It gives general market information on the Fort Smith trading area and specific data for grocery product advertisers and their advertising agencies to check. One section is given over to tie-in techniques which produced over 12,000 dealer tie-ins for advertisers using Fort Smith newspapers in 1950. There is also a circulation analysis of the Fort Smith newspapers and competitive media. Write to Ken W. Howard, Arkansas Dailies, Inc., Sterick Building, Memphis 3, Tenn.

"The Advertising Business:" Authored by Albert D. Conkey, president, Wolfe-Jickling-Conkey, Inc., it is published as a public service by the Committee on Education of The Adcraft Club of Detroit. Written in cooperation with Dr. Arthur Dondineau, superintendent of Detroit public schools, and Dr. Warren Layton, director of placement and guidance, the booklet is designed for use by teachers, counselors and students in high schools and colleges. Priced at 25c a copy. Write to Dale S. Renault, Adcraft Club of Detroit, 2237 Book Building, Detroit 26, Mich.

Annual Report on Gas Construction Projects: A reprint from the Natural Gas issue of *Gas* magazine which details the growth of natural gas in 1951. Sixty-three major gas companies will spend $254,490,975, most of which will be for extensions and improvements in systems. Over $¾ billion will be spent for pipeline construction: 46 gas transmission companies have set aside $786,394,640 for work planned, authorized, or under construction. Total mileage planned runs to 13,643 miles. Additions to existing compressor stations, construction of stations aggregate 736,274 hp. Included is a list of cities scheduled to receive their first natural gas service and a list of compressor stations to be constructed. There is also a section on how the gas publications have kept pace with this growth. Write to Jay Jenkins, Publisher, Jenkins Publications, Inc., 198 S. Alvarado St., Los Angeles 4, Calif.

"Worth Looking Into:" A booklet distributed by Chase Bag Co. which describes the company's purchasing policies, laboratory, research, engineering and manufacturing facilities. The complete line of containers and packaging materials is illustrated—textile, paper and film—showing how each type of bag meets specific requirements for industry and agriculture. There is a section on specialties such as polytex bags and liners, barrel covers, protective papers, twines, slip-on barrel covers, Redi-Rapt tubing, crinkled or crinkled and pleated liners. Write to R. N. Conners, Vice-President and General Sales Manager, Chase Bag Co., 309 W. Jackson Blvd., Chicago 6, Ill.

Super Markets in the U.S.: Fifth report on super markets published by the Research Department of The Curtis Publishing Co., with the cooperation of *Super Market Merchandising* which made its list of super markets available for the study. Data include the number of super markets in the U. S. by states and regions; increase in number between 1947 and 1951 and 1940 and 1951; number and per cent by size of place; number of super market units by size of place in each state and region in 1951; number of places having one or more by size of place in each state and region in 1951; number in each county in 1951. Write to Donald M. Hobart, Manager, Research Department, The Curtis Publishing Co., Philadelphia 5, Pa.

Men's Wear Fact Book: Prepared by *Men's Wear Magazine* to assist manufacturers and their advertising agencies in forming a sound approach to their advertising and merchandising programs. It provides finger-tip facts and figures on the $5.6 billion men's clothing market, including complete analytical data on retail sales volume in various types of outlets and a breakdown of volume for the different types of men's wear merchandise. Write to W. D. Williams, General Manager, *Men's Wear Magazine*, 7 E. 12th St., New York 3, N. Y.

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The rich and rapidly growing Upper Willamette Valley.

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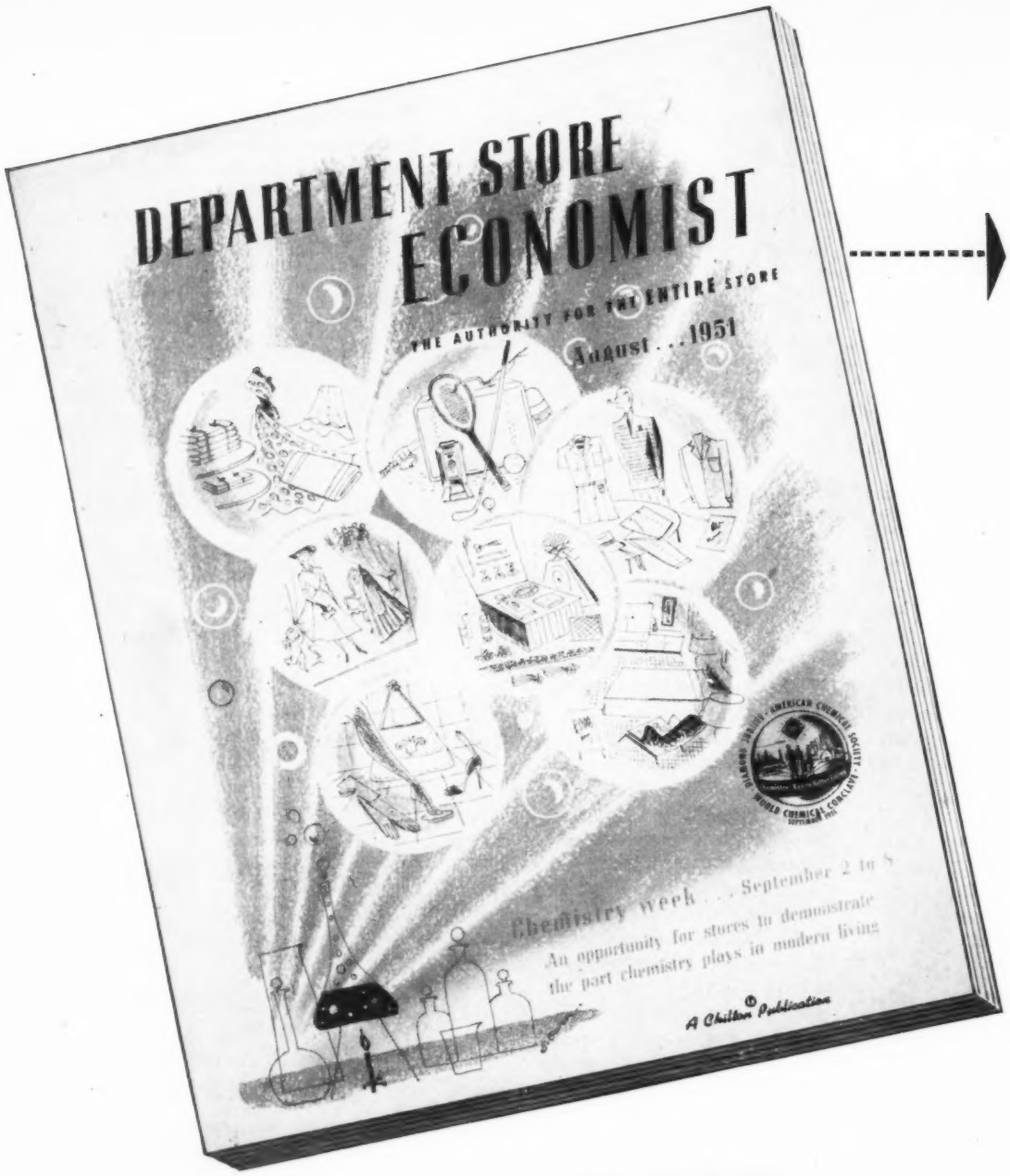
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EUGENE, OREGON

The Register-Guard Station

Represented Nationally By

W. S. Grant Co., Inc.



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The
Whole
Store
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Sells
The
Whole
Market!

CHILTON

Chilton Publications
Are Leaders
In Their Respective Fields

DEPARTMENT STORE ECONOMIST's Market is the third largest retail market in America, . . . with sales exceeding 14 billion dollars according to the 1948 Census of Business. This market consists of nearly 9,000 retail stores, classified as department stores, dry goods and general merchandise stores, and departmentalized specialty stores. Each store has a capital rating of $35,000 or better, and sales volume in excess of $100,000.

DEPARTMENT STORE ECONOMIST reaches more key buyers, merchandise managers and other executives than any other publication in the department store field. More than 27,000 copies are addressed to these executives by name each month. The ECONOMIST's circulation policy is based on the premise that the whole store team must be sold to have a manufacturer's product ordered, vigorously promoted and re-ordered. Only the ECONOMIST offers the store-wide coverage and readership necessary to do this complete selling job.

DEPARTMENT STORE ECONOMIST's selected controlled circulation is designed to meet the high rate of personnel turnover in the department store market. A continual 8-way check on all names assures complete and accurate market coverage within the aims and interests of advertisers.

Within its market, **DEPARTMENT STORE ECONOMIST** has been the recognized authority on store operations and merchandising for many years. It is panoramic in editorial concept, . . . designed for the reading of buyers, management and merchandising executives.

DEPARTMENT STORE ECONOMIST delivers more retail readers per advertising dollar invested than any other publication in the field. With the ECONOMIST, the advertiser reaches the influential buying factors in large, medium, and small stores in rural towns, suburban areas and large cities, whether sold direct or through wholesalers.

DEPARTMENT STORE ECONOMIST SELLS THE WHOLE STORE
. . . SELLS THE WHOLE MARKET

CHILTON CO. (Inc.)

Chestnut and 56th Streets, Philadelphia 39, Pa. 100 East 42nd Street, New York 17, N. Y.

THE IRON AGE serves the richest division of the industrial field—the metal working industry.

HARDWARE AGE, the leader in the field of hardware distribution.

HARDWAREWORLD, providing blanket coverage of the retail and wholesale hardware trade in the eleven Western States,

DEPARTMENT STORE ECONOMIST reaches more key department store people than any other business publication.

BOOT AND SHOE RECORDER, the authoritative publication of the shoe business.

THE OPTICAL JOURNAL AND REVIEW OF OPTOMETRY, the outstanding publication serving the optometric profession and optical industry.

THE JEWELERS' CIRCULAR-KEYSTONE, the recognized leader and authority of the jewelry trade.

AUTOMOTIVE INDUSTRIES, the automotive industrial news authority in automotive and aircraft manufacturing plants.

MOTOR AGE covers all automotive service and maintenance problems.

COMMERCIAL CAR JOURNAL provides the greatest coverage of any publication serving the motor truck and bus fleet maintenance field, with the valuable plus of 4,000 trade subscriptions.

THE SPECTATOR
LIFE INSURANCE IN ACTION, most quoted life insurance publication.

THE SPECTATOR
PROPERTY INSURANCE REVIEW, the magazine of influence among fire and casualty companies and their agents.

DISTRIBUTION AGE, the magazine that integrates all phases of distribution.

Rank in Population, Retail Sales, Income All Cities with Sales $20 Million and Over

For 844 U.S.A. cities and 46 in Canada, here are guides to scientific selection and rating by 10 groups of criteria. They are arranged by population classes, states, provinces.

The tables and charts which follow are designed as a special aid to marketing executives in the setting of sales quotas and the apportioning of local advertising pressure.

They are an index to where people *buy*, as distinct from where they happen to live.

The information is for *cities* only (confined to municipal boundaries), not for county or metropolitan area markets.

To the marketing man who wants to trace his sales down to retail store counters, sales volume is more important than mere population. For this study the break-off point is not an arbitrary population figure, but a retail sales volume of $20 million.

For instance, Marysville, Calif., doesn't look like much on a population list—only 8,000 people—but it draws from a wide surrounding area, and its sales volume of $33,735,000 is 25% greater than the corresponding figure for Everett, Mass., located in a densely settled suburban area and with a population of 46,500.

Table I divides the U.S.A. and Canadian cities into seven population groups, as follows: (1) over 1,000,000; (2) between 500,000 and 1,000,000; (3) between 250,000 and 500,000; (4) between 100,000 and 250,000; (5) between 50,000 and 100,000; (6) between 25,000 and 50,000; (7) below 25,000 but with a sales volume of $20 million or more. . . . Following this table is a supplementary section showing "warranted" rankings for city combinations accepted as "multiple cities."

Table II lists the cities with six or more "Superior Points" out of a possible nine.

Table III (U.S.A. cities only) shows how cities rank within states, and here the list is expanded from the 844 used in Table I to the entire list of 1,621 cities contained in the May 10 *Survey of Buying Power*, where a sales volume of $10 million was the cut-off point. These cities account for approximately 73% of the total retail sales.

The 844 cities had in 1950 the following percentages of the nation's people, sales and income:

	844 Cities, % of U.S.A.
Population	45.70
Retail Sales	64.92
Food Store Sales	60.61
General Merchandise Store Sales	77.27
Household-Furniture-Radio Store Sales	70.94
Automotive Group Sales	62.10
Drug Store Sales	66.02
Net Effective Buying Income	58.16

Perhaps the most startling information revealed by the study is the very high quality *and* quantity showing of the smaller city-size groups. Naturally we think of our biggest cities as our biggest markets, and they are, on a *volume* basis.

But in *quality* many of the smaller cities show up better than the large ones, as illustrated under the caption, "Where Sales Are Made" on the Pictograph page. For instance, using the population percentage in each group as 100, the cities 25,000 to 50,000 are better than the "over a million" cities in all ratios except General Merchandise Sales and Net Effective Buying Income.

Not shown in the Pictograph are the ratios for the entire group of 844 cities. They follow, with corresponding ratios for Group I, the cities with populations in excess of 1,000,000:

	844 Cities Ratio	Biggest Cities Ratio
Total Retail Sales	142	126
Food	130	125
General Merchandise	169	164
Household-Furniture-Radio	155	141
Automotive	134	86
Drug	145	127
Net E.B.I.	128	138

Only in income do the biggest cities show up better than the all-city group.

The chief answer to the seeming paradox is, of course, that so many of the smaller cities have a greater *relative* outside area from which they draw a very substantial percentage of their total trade. It's not at all unusual for an independent city of 25,000 to draw most of the trade of another 25,000 people located in nearby farms, hamlets and villages, but big as New York City's outside drawing power is, it doesn't enjoy a substantial part of the purchases of an *additional* 8 million people.

Rankings and Points

What makes a city a stand-out as a sales center?

The best measurement seems to be the relationship between population and the several sales and income factors. If a city has 2% of the people, but only 1% of the sales or the income, it obviously is below par. If it is tenth in population in a state or in a city-size group, but is only twentieth in sales, it can hardly be considered "superior." This is definitely true of the several retail sales tables and the dollar income figure, not necessarily true of either per family or per capita income. But it is the exceptional city which has rankings the same as or higher than population in all or even a majority of the other columns.

In 1948 SM editors put this question to a number of subscribers: "What makes a city *stand out* as really good in these sales and income comparisons?"

Most of them agreed that to some extent it was a question which could be answered only in terms of the needs of an individual subscriber. If he happens to be in the food business he would feel that a city with a higher-than-population-ranking in food is a good city for him, and he might not care what the other rankings happen to be.

Aside from such keen special interests, the "jury" agreed that any city was superior if in the majority of sales and income characteristics its rankings were higher than its population ranking.

In this study (Table I) rankings are shown—by population groups—for population and nine other factors. Thus a city has nine opportunities to equal or exceed its population rank-

Detroit Means Business...

use the NEWS to get it at Lowest Cost!

The News is TOPS in weekday and Sunday circulation in the Detroit trading area!



In the Detroit trading area the News provides 103,490 *more* circulation than the morning paper, and 49,180 *more* than the other evening paper.

The News is LOWEST in cost per 100,000 trading area readers!

How to reach the most people for the lowest cost—that's the sales problem.

In Detroit, THE NEWS is the answer.

The News funnels 96% of its total weekday circulation into the concentrated and prosperous 6-county Detroit trading area, where retail stores do 3½-billion dollars business annually. You get NO maldistribution of circulation with The News—its coverage is densest where business volume is greatest! That's why advertisers place practically as much linage in The News as in both other Detroit papers combined.

464,940
highest weekday circulation of any Detroit newspaper.

571,757
highest Sunday circulation in Detroit News' history.

A. B. C. figures for 6-month period ending March 31, 1951

The Detroit News

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POPULATION—GROUP TOTALS AND PERCENTAGES

GROUP	Number of Cities	Population in Thousands	Total Retail Sales	Food Store Sales	General Merchandise	Furn.-House.-Radio	Automotive Sales	Drug Store Sales	Net E. B. I. in Thousands	Per Family Income	Per Capita Income
1. Over 1,000,000	5	17,591.0	20,299,614	4,627,991	3,161,070	1,273,562	2,936,411	537,264	31,699,430	5,949	1,802
% U. S. A.		11.5494	14.4869	14.3741	18.8956	16.3331	9.9930	14.6873	15.8734	.....	.....
2. 500,000—999,999	13	9,260.8	12,197,497	2,603,436	2,288,582	729,343	2,116,983	344,744	16,247,596	5,829	1,754
% U. S. A.		6.0802	8.6928	8.0860	13.6802	9.3536	7.2044	9.4243	8.1360	.....	.....
3. 250,000—499,999	25	8,978.6	12,079,903	2,376,286	2,219,647	732,097	2,632,450	336,675	15,729,528	5,620	1,752
% U. S. A.		5.8949	8.6090	7.3805	13.2682	9.3890	8.9586	9.2038	7.8765	.....	.....
4. 100,000—249,999	67	9,642.4	12,643,198	2,677,180	1,737,165	837,786	2,673,841	345,967	15,780,066	5,409	1,637
% U. S. A.		6.3307	9.0104	8.3151	10.3841	10.7444	9.0994	9.4578	7.9018	.....	.....
5. 50,000—99,999	133	9,333.0	12,243,401	2,674,780	1,422,846	752,852	2,670,748	316,332	14,871,144	5,345	1,593
% U. S. A.		6.1276	8.7255	8.3076	8.5062	9.6551	9.0889	8.6476	7.4467	.....	.....
6. 25,000—49,999	248	8,752.2	11,758,072	2,546,297	1,189,114	658,527	2,733,871	306,129	13,365,468	5,110	1,527
% U. S. A.		5.7463	8.3796	7.9085	7.1080	8.4454	9.3037	8.3687	6.6927	.....	.....
7. Under 25,000*	353	6,050.9	9,870,845	2,008,263	907,783	547,645	2,483,663	227,798	8,458,837	4,620	1,398
% U. S. A.		3.9727	7.0347	6.2375	5.4264	7.0234	8.4522	6.2274	4.2358	.....	.....
TOTAL ALL GROUPS	844	69,608.9	91,092,530	19,514,233	12,926,207	5,531,812	18,247,967	2,414,909	116,152,069	5,515	1,669
% U. S. A.		45.7018	64.9189	60.6093	77.2677	70.9440	62.1002	66.0169	58.1629	.....	.....
BALANCE OF NATION											
% U. S. A.		54.2982	35.0811	39.3907	22.7323	29.0560	37.8998	33.9831	41.8371	.....	.....

* Only those cities with sales of $20 million or more.

ing. Readers consulted by SM editors agreed that those with six or seven such elements of superiority are VERY GOOD, and that those with eight or nine are likely to be SUPERIOR, EXCEPTIONALLY WELL-BALANCED cities.

Remember that the ranking figure is not a measure of *volume*. A market can be low in quality but high in volume. Every market should be measured for both items. A striking example: New York City absorbs more new passenger cars than any other market, yet in terms of cars sold per 1,000 families it is at or near the bottom.

The following table gives totals and rankings within seven population groups for the 844 cities which had 1950 sales in excess of $20,000,000. The figures and rankings are for the *city* only.

Because some cities are generally accepted as "multiple cities" (Usually they run together with no economic or social dividing lines but may be separated by a river or bay.) they are treated in the main table as *individual* corporate entities, but in the immediately following supplementary table their "warranted" rankings are shown. Thus City A with 47,000 population is shown in the main table in Group 6, and City B with 23,000 population in Group 7, but in the supplementary table they are shown as a multiple city with a population of 70,000, and ranked against other cities in Group 5.

Sources of Data

The basic data source of all the tables in this section is SALES MANAGEMENT's May 10 *Survey of Buying Power*. These exclusive copyrighted estimates were made under the direction of Dr. Jay M. Gould, now Managing Director of Market Statistics, Inc., with the computations and rankings produced from SALES MANAGEMENT figures by the International Business Machines Corp.

Back of the estimates stand the Department of Commerce and its Bureau of the Census—in that all SM estimates are keyed to the most recent official government figures. The population estimates are based upon the official 4/1/50 Bureau of the Census counts, modified by a projection of these city figures from 4/1/50 to 1/1/51. The estimates for total retail sales, food group sales, general merchandise group sales, furniture-household-radio sales, automotive sales and drug store sales have as their base the final figures for the 1948 Census of Business. These are then projected by SM for the intervening two years through study of the movement of bank debits, and sales tax data (now available for 29 states).

The income figures (total Net Effective Buying Income, per capita income and per family income) consist of the monies received by all the traditional "factors of production of land, labor and capital." Included are wages and salaries plus the profits of all firms whether incorporated or not, plus the payment of interest, dividends and other types of property income such as rentals to landlords. Then, in order to indicate how much of this income is available for expenditure from personal income, all tax payments to federal, state and local governments are deducted.

In connection with the Census of Population for 1950 a sampling was made of family income, and data are beginning to come through from the Bureau of the Census for the more important civil units. These government figures purport to be a *median* income but are necessarily lower than is actually the case because householders were not asked to divulge incomes in excess of $10,000.

The per capita and per family figures shown in this study are arithmetical averages produced by dividing the total income by the number of individuals to arrive at the per capita figure, and by the number of families (SM estimates keyed to Census figures on occupied households) to arrive at the per family figures.

Prescription For Profits in Cleveland . . .

Readers -

Seven out of ten Metropolitan Cleveland* families read THE PRESS on every buying day.

Results -

Positive sales results assured by 99% circulation concentration in the Cleveland Market.

Research -

Continuing PRESS market research gives advertisers quick and positive measurement of results.

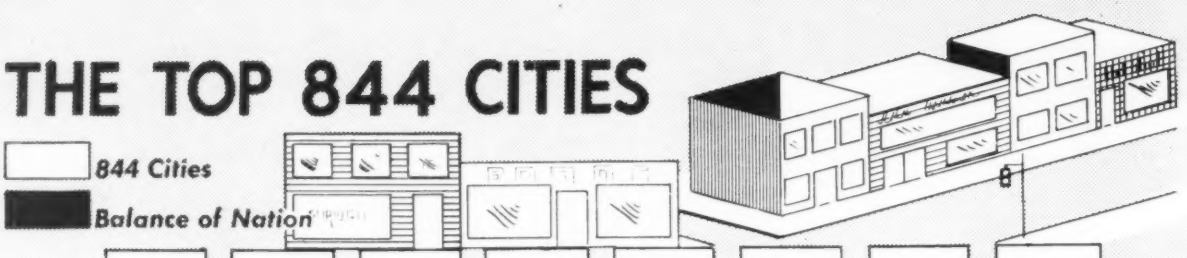
*** CUYAHOGA COUNTY**



The only daily paper that adequately covers Metropolitan Cleveland

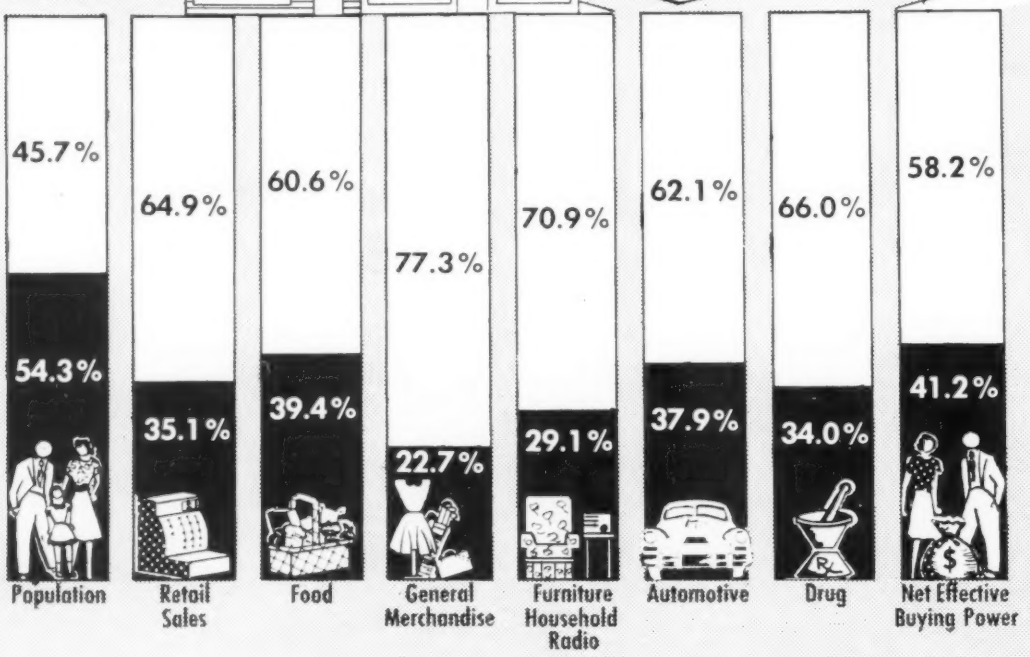
The Cleveland Press

THE TOP 844 CITIES



844 Cities

Balance of Nation



WHERE SALES ARE MADE



Taking the population percentage of the U.S.A. in each group as 100, the other factors have the following ratios.

844 Cities	Retail Sales	Food	General Merchandise	Furniture — Household — Radio	Automotive	Drug	Net Effective Buying Power
1,000,000 & over	126	125	164	141	86	127	138
500,000-999,999	143	133	225	140	118	155	134
250,000-499,999	146	125	225	159	152	156	134
100,000-249,000	142	131	164	170	144	149	125
50,000-99,999	142	136	139	157	148	141	121
25,000-49,999	146	137	124	146	162	146	116
Under 25,000*	177	157	137	177	215	157	107
Balance of Nation	65	74	42	54	71	63	79

*but with $20 million or more retail sales

Don't underestimate the importance of the under-a-hundred-thousand group!

PICTOGRAPH BY
Sales MANAGEMENT
11-10-51

Source: SALES MANAGEMENT

more circulation where most people shop

in Louisville for example...



. . . 18 A&P stores . . . 18 shopping centers . . . 20,072 families are reached by Woman's Day in the Louisville marketing area alone.

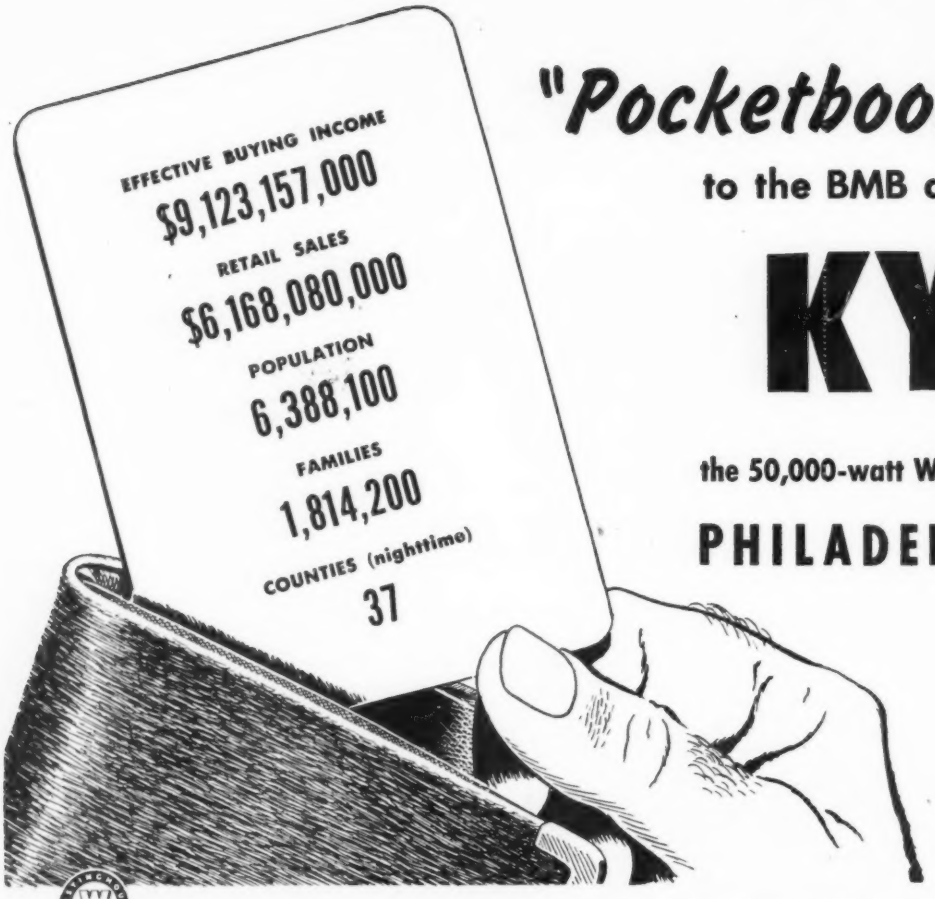
Because Woman's Day is sold only at A&P stores, its circulation* is concentrated in and around these shopping centers . . . right where most of your sales are made. What's true in Louisville, is true all over the country: advertising in Woman's Day gives you minimum waste . . . and maximum coverage where it counts. Compare Woman's Day's percentage of family coverage in Louisville—11.58% —with that of any other magazine and you'll see why it's dollar wise to advertise in Woman's Day.

Woman's Day

Sold by A & P stores in big cities and small.

the NATIONAL magazine . . . with the NEIGHBORHOOD impact.

*Total Woman's Day circulation 3,865,000



"Pocketbook Guide"

to the BMB area covered by

KYW

the 50,000-watt WESTINGHOUSE Station in

PHILADELPHIA, PA.

Represented nationally by
Free & Peters

NBC Affiliate
Figures compiled from
Sales Management statistics

WESTINGHOUSE RADIO STATIONS Inc

Table I: The Top 844 Sales Cities, Volume and Rank

GROUP 1:—CITIES WITH OVER 1,000,000 POPULATION

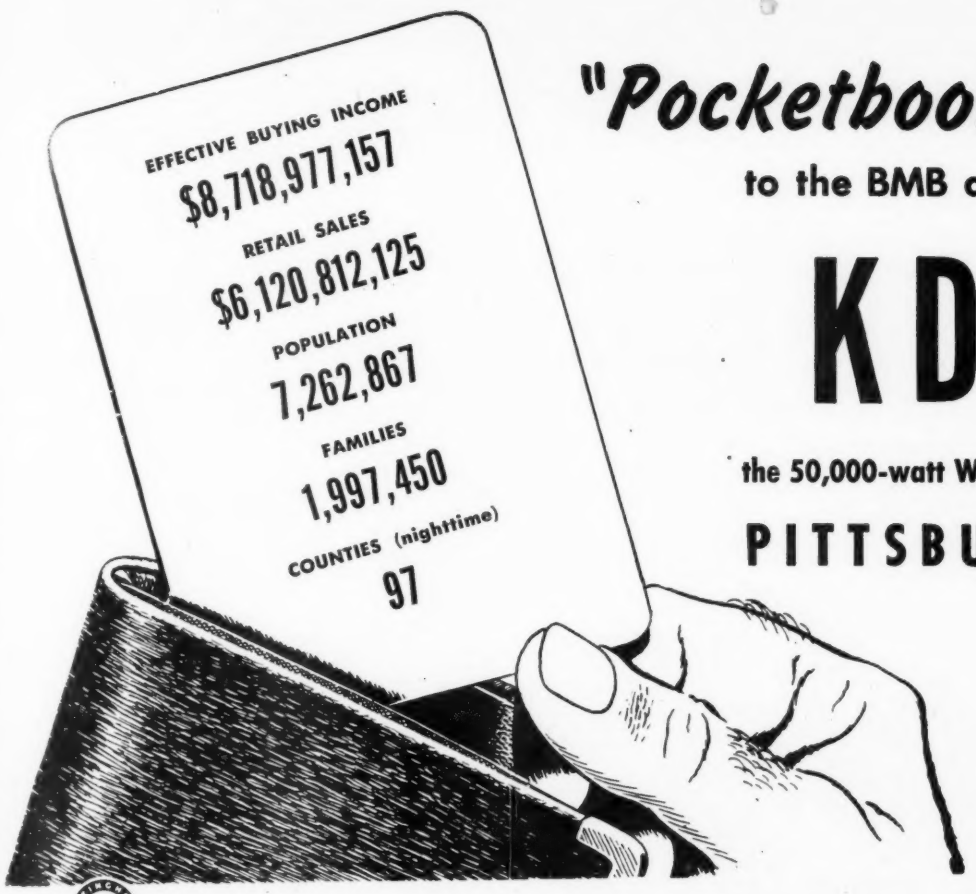
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

CITIES	POPULATION SM EST. 1/1/51		RETAIL SALES — 1950 SM ESTIMATES												EFFECTIVE BUYING INCOME—1950 SM ESTIMATES					
			TOTAL SALES		Food		General Mdse.		Furn.-House. Radio		Drug		Automotive		Net Dollars		Per Family		Per Capita	
	Group Rank	in Thousands	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	in Thousands	Group Rank	in Dollars	Group Rank	in Dollars
New York City, N. Y.	1	7,965.6	1	8,648,760	1	2,263,164	2	912,351	1	593,480	1	189,386	1	803,815	1	14,207,875	4	5,901	2	1,784
Chicago, Ill.	2	3,651.5	2	4,466,363	2	853,018	1	1,027,625	2	225,494	2	119,656	2	670,615	2	6,499,670	2	6,004	3	1,780
Philadelphia, Pa.	3	2,091.8	5	2,340,990	4	513,814	3	464,196	4	144,304	5	54,332	5	302,250	4	3,694,119	1	6,174	4	1,766
Los Angeles, Cal.	4	2,000.5	3	2,457,353	3	520,270	4	392,791	3	188,764	4	81,861	4	513,454	3	4,131,033	5	5,822	1	2,065
Detroit, Mich.	5	1,881.6	4	2,386,148	5	477,725	5	364,107	5	121,520	3	92,029	3	646,277	5	3,166,733	3	5,970	5	1,683
GROUP TOTALS	....	17,591.0	....	20,299,614	....	4,627,991	....	3,161,070	....	1,273,562	....	537,264	....	2,936,411	....	31,699,430	....	5,949	....	1,802

GROUP 2:—CITIES WITH POPULATION BETWEEN 500,000 and 1,000,000

Baltimore, Md.	1	956.8	3	1,135,628	2	280,716	4	224,510	5	64,211	3	34,209	6	174,618	5	1,465,818	10	5,332	11	1,532
Cleveland, Ohio	2	921.3	2	1,245,599	1	289,769	3	229,086	3	69,276	2	34,885	2	216,909	2	1,641,757	5	6,081	6	1,782
St. Louis, Mo.	3	865.6	6	1,056,527	5	227,694	6	194,863	2	77,571	4	29,748	3	194,988	3	1,530,381	7	5,698	7	1,768
Washington, D. C.	4	811.8	1	1,301,151	3	249,639	5	195,673	4	68,799	1	52,397	1	224,702	4	1,483,970	2	6,569	3	1,828
Boston, Mass.	5	803.2	4	1,132,829	4	229,343	2	269,410	6	60,554	6	26,475	12	112,052	6	1,389,536	4	6,154	8	1,730
San Francisco, Cal.	6	777.4	5	1,083,285	6	221,442	9	140,448	1	84,150	5	28,186	4	191,477	1	1,826,890	1	6,850	1	2,350
Pittsburgh, Pa.	7	682.6	7	975,715	7	211,884	1	272,055	9	46,001	7	22,668	10	134,413	7	1,249,158	3	6,399	2	1,830
Milwaukee, Wis.	8	640.8	8	828,998	9	171,828	7	156,236	8	47,829	11	19,609	7	165,758	9	1,044,504	9	5,463	10	1,630
Houston, Texas	9	603.5	9	774,042	10	162,668	12	106,596	7	56,034	10	20,665	5	191,273	8	1,102,595	6	5,758	4	1,827
Buffalo, N. Y.	10	587.0	10	752,559	8	172,569	10	138,295	10	45,063	12	17,732	9	150,580	13	840,584	12	5,027	13	1,432
New Orleans, La.	11	576.9	13	562,240	13	113,292	13	98,532	13	33,638	9	20,872	13	81,442	12	865,350	13	4,982	12	1,500
Minneapolis, Minn.	12	524.7	11	721,097	12	133,636	8	152,341	11	41,820	8	21,393	8	157,599	11	893,039	11	5,177	9	1,702
Cincinnati, Ohio	13	509.2	12	627,827	11	138,956	11	110,537	12	34,397	13	15,905	11	121,172	10	914,014	8	5,560	5	1,795
GROUP TOTALS	....	9,260.8	....	12,197,497	....	2,603,436	....	2,288,582	....	729,343	....	344,744	....	2,116,983	....	16,247,596	....	5,829	....	1,754

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"Pocketbook Guide"

to the BMB area covered by

KDKA

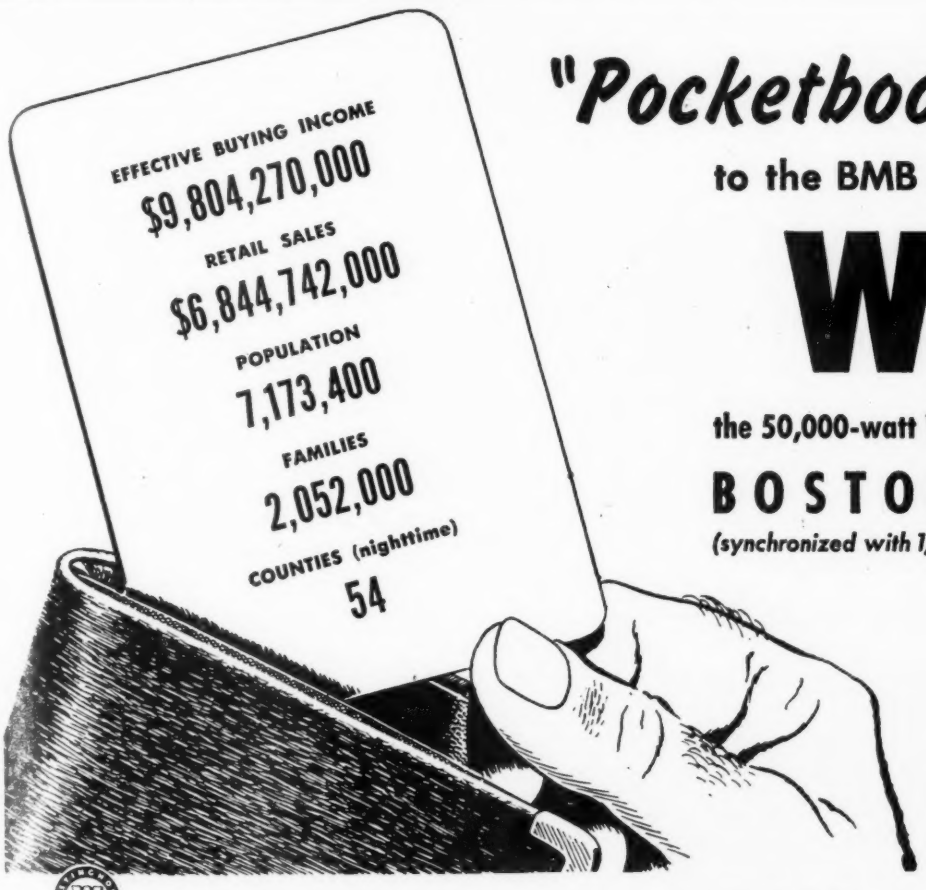
the 50,000-watt WESTINGHOUSE Station in

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Figures compiled from
Sales Management statistics

WESTINGHOUSE RADIO STATIONS Inc



"Pocketbook Guide"

to the BMB area covered by

WBZ

the 50,000-watt WESTINGHOUSE Station in

BOSTON, MASS.

(synchronized with 1,000-watt WBZA Springfield)

Represented nationally by
Free & Peters
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Figures compiled from
Sales Management statistics

WESTINGHOUSE RADIO STATIONS Inc

In the Pacific Northwest KEX covers the market with 50,000 watts

Quick facts on the KEX market

	DAYTIME	NIGHTIME
Counties (BMB)	37	41
Population*	16,644,400	1,672,200
Radio Families	442,900	468,900
Retail Sales*	1,793,922	1,823,725
Effective Buying Income*	2,221,658	2,243,506

*Compiled from Sales Management Figures

Mail is REGULARLY received from ALL western Oregon and western Washington counties—plus California and Alaska.

KEX

the WESTINGHOUSE station in PORTLAND, OREGON

WESTINGHOUSE RADIO STATIONS INC.

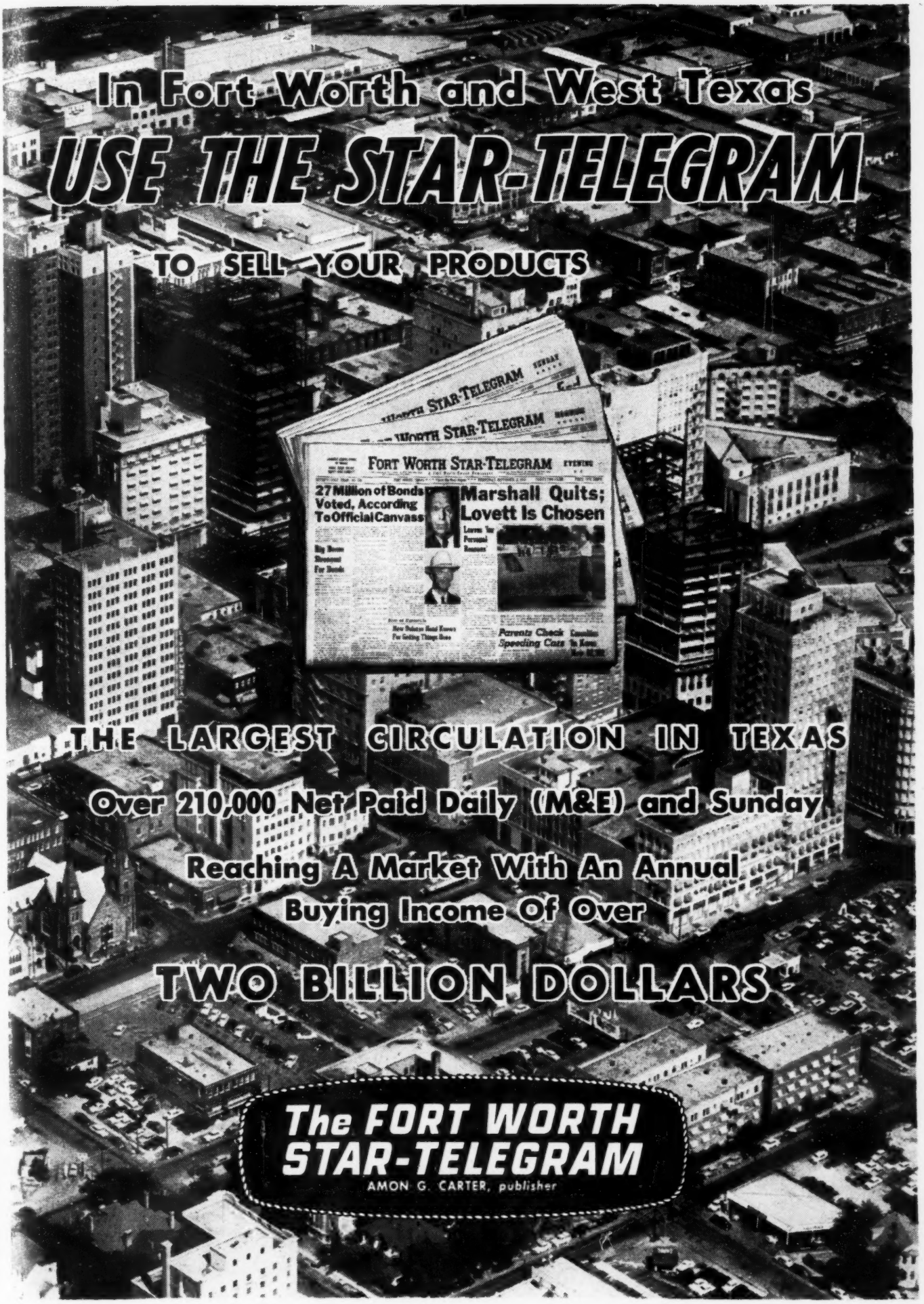
GROUP 3:—CITIES WITH POPULATION BETWEEN 250,000 and 500,000

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

CITIES	POPULATION SM EST. 1/1/51		RETAIL SALES — 1950 SM ESTIMATES												EFFECTIVE BUYING INCOME—1950 SM ESTIMATES					
			TOTAL SALES		Food		General Mdse.		Furn.-House. Radio		Drug		Automotive		Net Dollars		Per Family		Per Capita	
	Group Rank	in Thousands	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	in Thousands	Group Rank	in Dollars	Group Rank	in Dollars
Seattle, Wash.	1	472.7	4	634,074	4	119,315	5	127,738	7	33,992	7	16,321	7	127,992	2	994,561	4	6,050	3	2,104
Kansas City, Mo.	2	460.2	1	768,068	3	120,574	1	206,934	4	39,458	1	35,144	3	139,869	3	879,902	10	5,580	5	1,912
Newark, N. J.	3	444.6	3	634,145	2	127,995	6	124,403	1	50,600	10	13,833	21	84,208	5	837,626	2	6,554	7	1,884
Dallas, Texas	4	439.6	2	706,654	8	106,662	3	157,514	3	40,907	4	19,048	1	181,098	6	816,337	5	5,954	8	1,857
Hempstead Township, N. Y.	5	435.0	12	462,689	1	138,289	23	21,085	9	30,940	19	9,875	13	98,993	1	1,100,233	1	8,802	1	2,597
Indianapolis, Ind.	6	431.4	5	612,207	6	116,017	11	109,232	5	36,451	2	24,461	2	153,182	4	858,486	3	6,431	4	1,990
Denver, Colo.	7	419.5	9	558,833	9	99,407	8	118,631	10	30,222	3	21,120	8	122,508	9	674,137	23	4,935	16	1,607
San Antonio, Texas	8	413.1	13	447,592	11	96,089	14	68,079	15	25,977	11	12,798	12	101,061	12	610,562	19	5,105	23	1,478
Memphis, Tenn.	9	399.1	10	511,220	14	88,008	7	122,114	16	25,935	..	*	5	134,196	10	632,973	17	5,231	18	1,586
Oakland, Cal.	10	389.0	8	566,796	5	116,925	12	106,758	2	47,795	9	13,921	9	108,538	8	741,823	9	5,590	6	1,907
Columbus, Ohio	11	381.3	11	468,137	12	94,398	13	80,546	14	26,824	12	12,729	11	104,306	13	605,504	16	5,256	17	1,588
Portland, Ore.	12	377.9	6	589,251	7	111,130	4	127,883	8	32,818	16	10,694	4	137,549	7	796,235	6	5,929	2	2,107
Louisville, Ky.	13	374.0	15	442,930	10	98,859	19	59,116	17	25,776	6	17,790	15	97,770	11	629,068	8	5,642	12	1,682
Rochester, N. Y.	14	336.8	17	416,529	13	92,729	15	65,448	12	28,045	22	8,323	18	90,276	14	567,508	10	5,580	11	1,685
Atlanta, Ga.	15	331.3	7	582,124	16	85,406	2	163,535	13	27,912	8	16,266	6	132,456	17	491,649	22	5,027	21	1,484
San Diego, Cal.	16	328.5	21	375,292	21	75,853	22	43,745	11	29,457	15	11,082	17	91,068	21	467,784	25	4,015	24	1,424
St. Paul, Minn.	17	314.0	18	410,174	18	80,492	10	109,785	24	18,038	17	10,353	23	75,934	18	486,700	21	5,049	20	1,550
Toledo, Ohio	18	306.6	19	399,763	15	87,497	16	62,617	19	23,362	14	11,217	16	97,096	16	500,678	15	5,407	14	1,633
Jersey City, N. J.	19	304.9	25	259,510	17	83,444	24	8,887	22	19,781	24	6,508	25	30,983	19	478,083	14	5,470	19	1,568
Birmingham, Ala.	20	302.5	20	377,405	22	75,038	17	61,322	18	24,903	21	8,466	14	97,864	24	378,428	24	4,271	25	1,251
Fort Worth, Texas	21	281.3	16	417,189	24	67,763	9	112,043	23	19,424	13	11,634	20	87,543	15	505,215	12	5,570	9	1,796
Akron, Ohio	22	277.9	23	328,865	20	79,430	18	61,067	25	14,841	23	8,173	22	77,675	20	475,487	7	5,743	10	1,711
Providence, R. I.	23	253.5	22	344,771	23	73,931	21	48,070	21	20,452	20	8,916	24	65,947	25	376,194	20	5,104	22	1,484
Miami, Fla.	24	253.4	14	447,459	19	79,828	20	53,095	6	35,373	5	18,098	10	106,267	22	412,282	18	5,192	15	1,627
Omaha, Neb.	25	250.5	24	318,235	25	61,207	25	.....	20	22,814	18	9,905	19	88,071	23	412,073	13	5,524	13	1,645
GROUP TOTALS	....	8,978.6	....	12,079,903	....	2,376,286	....	2,219,647	....	732,097	....	336,675	....	2,632,450	....	15,729,528	....	5,620	....	1,752

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* Withheld to avoid disclosure.


In Fort Worth and West Texas
USE THE STAR-TELEGRAM
TO SELL YOUR PRODUCTS
FORT WORTH STAR-TELEGRAM
27 Million of Bonds Voted, According To Official Canvass
Marshall Quits; Lovett Is Chosen
THE LARGEST CIRCULATION IN TEXAS
Over 210,000 Net Paid Daily (M&E) and Sunday
Reaching A Market With An Annual Buying Income Of Over
TWO BILLION DOLLARS
The FORT WORTH STAR-TELEGRAM
AMON G. CARTER, publisher

fertile soil in HARTFORD-



When You Plant Your Message on WDRC!

■ There are some things you can depend upon. Like WDRC and Hartford. Again this year, WDRC is your best buy in Hartford mornings, afternoons and evenings. Again Hartford sets the pace in New England for population groups of 100,000 to 249,999 * —

1ST IN TOTAL E. B. I. **$367,560,000**
(Effective Buying Income)

1ST IN TOTAL RETAIL SALES **$293,835,000**

Connect in Connecticut! Use WDRC, Connecticut's FIRST Station, to sell Hartford, New England's FIRST Market!

BASIC CBS 5,000 WATTS
Represented by Raymer
Walter Haase, Station Manager
William Malo, Commercial Manager

WDRC
HARTFORD 4 CONNECTICUT
AM • FM

GROUP 4:—CITIES WITH POPULATION BETWEEN 100,000 and 250,000

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

CITIES	POPULATION SM EST. 1/1/51		RETAIL SALES — 1950 SM ESTIMATES												EFFECTIVE BUYING INCOME—1950 SM ESTIMATES					
			TOTAL SALES		Food		General Mdse.		Furn.-House. Radio		Drug		Automotive		Net Dollars		Per Family		Per Capita	
	Group Rank	in Thousands	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	in Thousands	Group Rank	in Dollars	Group Rank	in Dollars
Long Beach, Cal.	1	249.5	4	322,697	3	70,246	8	42,095	1	28,043	5	10,175	2	76,667	1	523,950	35	5,303	3	2,100
Dayton, Ohio	2	247.3	1	354,019	1	75,080	2	62,260	7	18,538	1	11,641	4	71,998	3	400,131	32	5,357	30	1,618
Oklahoma City, Okla.	3	245.6	3	327,203	10	55,242	4	50,888	4	21,665	2	11,506	1	96,344	2	421,695	40	5,162	21	1,717
Richmond, Va.	4	235.4	2	333,375	4	64,212	1	64,544	3	22,712	3	10,840	11	60,409	6	361,339	38	5,290	38	1,535
Syracuse, N. Y.	5	223.7	5	295,804	2	70,590	6	44,399	18	16,049	14	6,830	10	61,521	11	309,153	59	4,573	59	1,382
Jacksonville, Fla.	6	208.7	7	281,488	6	60,372	15	33,710	14	16,902	6	9,774	3	73,796	13	298,394	49	4,948	54	1,430
Worcester, Mass.	7	205.1	11	257,125	5	63,239	25	30,140	13	17,026	25	5,609	26	43,642	7	331,237	18	5,741	31	1,615
Norfolk, Va.	8	193.1	12	253,143	13	53,245	36	23,888	9	17,628	10	7,949	14	53,384	20	271,112	54	4,841	56	1,404
Salt Lake City, Utah	9	184.5	15	241,608	22	43,517	5	46,463	5	20,803	12	7,167	20	48,423	8	328,595	17	5,765	15	1,781
Tulsa, Okla.	10	182.9	14	243,759	19	45,494	16	33,599	21	15,466	11	7,611	5	71,292	9	323,367	37	5,292	18	1,768
Hartford, Conn.	11	180.0	6	293,835	11	54,305	3	59,719	15	16,714	9	8,546	15	51,275	5	367,560	3	7,015	6	2,042
Grand Rapids, Mich.	12	179.7	8	266,262	9	57,626	9	41,050	17	16,326	4	10,469	18	50,186	28	255,174	60	4,565	55	1,420
Des Moines, Iowa	13	179.2	13	247,340	23	43,294	11	39,443	23	14,941	17	6,597	7	65,354	10	317,901	22	5,647	16	1,774
Nashville, Tenn.	14	175.6	9	263,328	20	45,069	10	40,518	11	17,107	18	6,546	8	62,619	25	258,367	51	4,912	49	1,471
Youngstown, Ohio	15	170.5	21	219,934	12	53,690	13	34,837	39	11,891	37	4,409	21	48,061	21	269,731	15	5,826	33	1,582
Wichita, Kans.	16	168.7	23	210,130	29	37,264	28	28,906	28	13,773	15	6,723	12	56,503	18	276,331	47	4,961	27	1,638
Flint, Mich.	17	166.6	16	238,901	8	57,823	34	24,439	25	14,821	7	8,652	6	65,758	15	291,383	8	6,134	19	1,749
New Haven, Conn.	18	165.9	20	221,192	16	48,141	45	18,439	22	15,456	22	6,015	34	39,429	23	262,620	30	5,426	32	1,583
Springfield, Mass.	19	165.1	22	216,400	17	47,612	27	29,290	16	16,383	20	6,125	35	39,060	17	282,486	11	5,897	22	1,711
Spokane, Wash.	20	164.1	25	203,265	30	36,799	12	35,166	46	10,376	27	5,528	16	50,786	14	293,411	26	5,578	13	1,788
Bridgeport, Conn.	21	161.9	17	226,794	7	58,306	33	24,988	20	15,558	16	6,696	33	39,591	22	264,868	25	5,635	28	1,636
Yonkers, N. Y.	22	155.0	54	136,196	21	44,040	65	6,093	50	8,707	59	2,856	54	25,035	12	302,560	4	6,845	9	1,952
Tacoma, Wash.	23	146.2	36	174,086	39	34,571	40	21,376	44	10,982	39	4,342	23	47,561	24	259,066	36	5,298	17	1,772
North Hempstead, N. Y.	24	144.4	43	156,498	25	40,643	64	7,832	52	8,665	50	3,245	45	31,796	4	385,858	1	9,100	1	2,686
Paterson, N. J.	25	141.5	27	198,819	26	40,609	31	25,500	8	18,146	41	4,135	38	34,364	29	236,305	24	5,640	23	1,670
Sacramento, Cal.	26	138.8	10	261,608	14	48,949	14	34,180	2	23,197	8	8,571	9	62,465	16	291,064	7	6,397	4	2,097
Albany, N. Y.	27	136.6	18	223,621	15	48,313	50	16,370	26	14,818	46	3,469	19	50,023	28	248,066	21	5,677	12	1,816
Charlotte, N. C.	28	135.3	24	209,322	37	35,140	18	32,526	42	11,346	24	5,744	22	47,871	35	207,144	29	5,509	39	1,531
Fort Wayne, Ind.	29	134.8	34	178,100	34	35,565	19	31,519	40	11,537	29	5,361	31	40,066	19	272,566	5	6,648	7	2,022

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here are more
MARKET FACTS on PORTLAND

Oregon's Only

STANDARD METROPOLITAN AREA AND THE JOURNAL

Using any yardstick the PORTLAND area is one of the major merchandise markets of the nation!

Portland metropolitan area is Oregon's ONLY standard-metropolitan area. It is a rich, easy-to-cover market approximately 75 miles wide and 80 miles long, where sales concentration pays; because distribution costs...sales costs...advertising costs are low. The city of Portland has a per family income of $5,842* and a general quality S. M. index of a high 151.

one of the FIRST 25 markets in the nation

Portland metropolitan area ranks 21st† in population, 21st‡ in total retail sales, and 20th for Net Effective Buying Income among all U. S. metropolitan areas.

one of the FIRST 3 markets in cities up to 500,000 population

In its group Portland metropolitan area ranks 3rd‡ in population, 3rd in total retail sales, 3rd in food sales, 9th in drug sales, 2nd in automotive sales and 5th in general merchandise sales.

one of the FIRST 4 test markets in the nation

Advertising Agency experts‡ voted Portland 4th in U. S. as most recommended TEST-CITY, and 1st in the western states for cities up to 500,000 population.

TO INSURE THE FULL IMPACT OF YOUR ADVERTISING IN OREGON'S CONSISTENTLY GOOD, ECONOMICALLY-COVERED PROFIT MARKET, USE THE PROVED SELLING POWER OF THE JOURNAL, PORTLAND'S EFFECTIVE NEWSPAPER.

THE JOURNAL RANKS FIRST WITH RETAILERS...GENERAL ADVERTISERS

The Journal's advertising leadership grows steadily stronger.
For instance, 1950 Media Record measurements show . . .

IN GROCERY LINAGE...

The **JOURNAL** again was one of the leaders in Grocery Linage among 22 daily newspapers in 10 Key Pacific Coast cities.

IN TOTAL RETAIL GROCERY, The Journal was 3rd with 1,260,304 lines...*a lead of 314,240 lines over the second newspaper.*

IN TOTAL GROCERY ADVERTISING, The Journal was 4th with 2,327,587 lines...*a lead of 692,552 lines over the second newspaper.*

IN TOTAL RETAIL...

The Journal was 7th among Pacific Coast daily newspapers with a total of 8,707,519 lines...*a lead of 1,858,659 lines over the second newspaper.*

IN TOTAL DISPLAY ADVERTISING

The Journal was 7th among Pacific Coast daily newspapers with a total of 12,032,239 lines . . . *a lead of 2,062,428 lines over the second newspaper.*

*Sales Management Survey of Buying Power, May 10; 1951.
†U. S. Bureau of Census, April 1, 1950.
‡Sales Management Magazine, November 10, 1950; January 1, 1951.

FOR PROFIT
for SALES in Oregon...
advertise in The Journal,
the one newspaper that has its circulation aimed first at Oregon's Profit Market.

The Oregon JOURNAL
Portland's Effective Newspaper
means business
Evening and Sunday

Member Metropolitan Comic and Pacific Sunday Magazine Groups. Represented Nationally by Reynolds-Fitzgerald, Inc.

FOR SPOT ADVERTISING in OREGON'S PROFIT MARKET, BUY... **KPOJ** The JOURNAL | Portland's Hard-Selling Radio Station
ASK Your JOHN BLAIR Man

"TEST TOWN, U.S.A." RATES

SUPERIOR!

POINTS RATED	RANK
POPULATION	47
RETAIL SALES	
Total	32
Food	47
General Merchandise	26
Furniture-Household-Radio	32
Automotive	29
Drug	32
EFFECTIVE BUYING INCOME	
Total	40
Per Capita	25
Per Family	28

Source: Sales Management's "Market Rankings By Population Groups" — Cities 100,000 to 250,000.

STORY, BROOKS & FINLEY, INC.
NATIONAL REPRESENTATIVES

Time and again published studies have shown that South Bend, Ind. is a superior market. Here is further conclusive proof: The outstanding rankings at left are from Sales Management's "Rankings By Population Groups." But the figures tell another story, as well. Note the even pattern of the rankings. Here is a *stable market* — one characterized by *consistent* superiority in all fields. It's the market for tests you can trust. And it is served by one, *and only one*, newspaper — the South Bend Tribune. Write for free new market data book entitled, "Test Town, U.S.A."

The South Bend Tribune



The South Bend, Ind. Market· 7 Counties, 1/2 Million Peopl.

GROUP 4:—CITIES WITH POPULATION BETWEEN 100,000 and 250,000—(Continued)

CITIES	POPULATION SM EST. 1/1/51		RETAIL SALES — 1950 SM ESTIMATES												EFFECTIVE BUYING INCOME—1950 SM ESTIMATES					
			TOTAL SALES		Food		General Mdse.		Furn.-House. Radio		Drug		Automotive		Net Dollars		Per Family		Per Capita	
	Group Rank	in Thousands	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	in Thousands	Group Rank	in Dollars	Group Rank	in Dollars
Gary, Ind.	30	134.6	46	152,904	32	36,134	32	25,133	51	8,697	43	4,038	55	24,996	33	222,898	16	5,775	24	1,656
Austin, Texas	31	134.1	41	157,913	51	31,257	49	16,566	49	8,900	..	*	..	*	42	192,434	52	4,859	53	1,435
El Paso, Texas	32	132.1	38	169,977	54	30,637	24	30,634	38	11,950	26	5,547	25	43,984	44	190,092	44	5,029	52	1,439
Chattanooga, Tenn.	33	132.0	33	179,292	40	34,552	35	24,133	30	13,284	34	4,665	30	40,472	49	184,140	55	4,795	58	1,395
Erie, Pa.	34	131.8	35	175,567	24	42,261	37	22,910	33	12,557	52	3,183	42	32,754	36	201,522	33	5,345	40	1,529
Kansas City, Kans.	35	131.5	61	111,923	59	28,224	57	13,178	59	6,197	33	4,803	36	36,588	50	183,574	61	4,533	57	1,396
Trenton, N. J.	36	129.8	30	193,442	18	47,077	30	26,679	36	12,000	44	3,593	46	31,787	39	194,830	20	5,697	44	1,501
Mobile, Ala.	37	128.8	53	136,579	60	28,029	47	18,075	55	8,043	23	5,925	39	33,908	53	177,486	58	4,708	60	1,378
Shreveport, La.	38	127.6	37	172,545	48	31,827	46	18,305	37	11,951	28	5,518	13	55,001	30	232,870	9	6,002	11	1,825
Tampa, Fla.	39	127.3	28	196,593	44	32,910	21	31,482	31	13,267	19	6,374	17	50,564	43	190,823	50	4,931	46	1,499
Camden, N. J.	40	126.4	42	157,259	27	40,393	51	15,672	12	17,049	57	2,940	44	32,283	56	168,238	56	4,793	62	1,331
Scranton, Pa.	41	126.3	48	148,186	36	35,203	38	21,718	35	12,249	62	2,599	58	22,729	38	197,660	31	5,371	36	1,565
Baton Rouge, La.	42	126.1	55	134,098	64	23,556	41	20,997	47	9,907	31	4,848	47	31,713	41	192,555	41	5,135	41	1,527
Knoxville, Tenn.	43	125.8	31	184,487	53	30,884	17	33,385	19	15,567	30	5,123	28	42,746	47	187,065	39	5,269	47	1,487
Cambridge, Mass.	44	122.6	56	129,486	52	31,165	42	20,015	60	6,102	47	3,283	50	27,613	52	181,571	42	5,129	48	1,481
Savannah, Ga.	45	121.2	59	113,241	61	25,900	55	13,842	..	*	53	3,157	56	24,943	51	181,800	43	5,064	45	1,500
Canton, Ohio	46	118.3	45	155,143	33	35,756	44	19,927	41	11,387	45	3,530	52	25,696	46	187,151	27	5,553	33	1,582
South Bend, Ind.	47	117.5	32	182,152	47	32,685	26	29,876	32	12,959	32	4,831	29	42,051	40	193,288	28	5,538	25	1,645
Berkeley, Cal.	48	115.6	63	106,838	46	32,846	63	8,413	61	5,991	42	4,134	60	21,632	32	226,807	10	5,937	8	1,962
Elizabeth, N. J.	49	114.4	52	138,005	38	34,993	56	13,811	48	9,549	55	3,110	48	29,963	48	186,815	14	5,838	29	1,633
Fall River, Mass.	50	113.5	65	103,770	58	28,468	61	8,901	43	11,068	61	2,632	64	14,782	65	134,157	65	4,090	65	1,182
Peoria, Ill.	51	112.9	39	163,350	42	33,666	22	31,250	34	12,320	40	4,283	37	35,557	34	209,768	12	5,876	10	1,858
Wilmington, Del.	52	112.1	29	194,785	28	39,121	54	14,046	10	17,625	36	4,416	32	40,024	31	230,366	2	7,199	5	2,055
Evansville, Ind.	53	111.6	44	155,839	43	32,985	43	19,940	..	*	..	*	40	33,309	37	199,206	13	5,859	14	1,785
New Bedford, Mass.	54	110.7	64	106,295	50	31,393	59	11,759	58	6,654	49	3,261	63	15,617	64	136,715	64	4,118	64	1,235
Reading, Pa.	55	110.5	40	158,393	49	31,728	39	21,716	27	13,860	48	3,273	49	29,441	57	166,082	48	4,958	43	1,503
Corpus Christi, Texas	56	109.7	49	147,381	57	29,160	48	17,760	45	10,981	38	4,399	27	43,162	45	189,452	19	5,706	20	1,727
Phoenix, Ariz.	57	107.7	19	222,864	45	32,869	23	30,639	6	19,091	13	7,113	..	*	54	176,520	46	5,015	26	1,639
Allentown, Pa.	58	107.6	47	152,894	56	29,530	29	26,760	29	13,733	63	2,492	43	32,614	55	168,824	34	5,343	35	1,569
Montgomery, Ala.	59	106.4	60	113,137	67	20,932	52	14,690	..	*	58	2,913	..	*	66	124,594	66	3,764	66	1,171
Pasadena, Cal.	60	106.3	26	201,144	35	35,217	7	43,921	24	14,982	21	6,123	24	47,137	27	249,592	6	6,603	2	2,348

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* Withheld to avoid disclosure.

Radio Still Dominates THIS RICH MARKET

No other signal covers the South Bend market like WSBT. Radio sets in use are up to an all-time high of 32.8! WSBT's share of audience at 66.6 is way above the national average. And here television is insignificant because no consistently satisfactory TV signal reaches South Bend. Don't sell this rich market short. Wrap it up with WSBT radio.

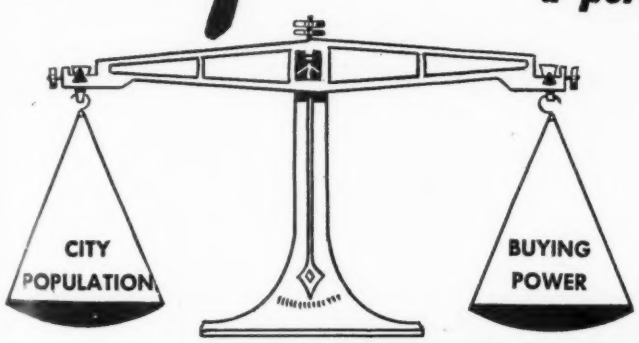
30 Years on the Air

WSBT
SOUTH BEND
5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

Superiority . . .

a perfect balance in Elizabeth, N. J.



6th Ranking City in the State

6th Ranking City in Retail Sales

6th Ranking City in E. B. I.

But FIRST HONORS for superiority go to the

Elizabeth Daily Journal

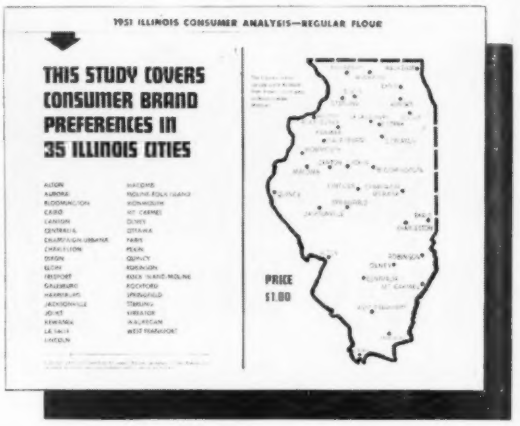
AS THE SINGLE NEWSPAPER THAT PUBLISHES THE COMPLETE NEWS OF ELIZABETH AND UNION COUNTY

CIRCULATION 42,716 A. B. C. — 6 MONTHS JUNE 30, 1951

Special Representatives: WARD GRIFFITH CO., Inc.

Get Your Copy OF THIS LATEST CONSUMER STUDY OF BRAND PREFERENCES

The sixth annual study of buying habits, place of purchase, day of purchase, and brand preferences in the following products; appliances, baking products, beverages, cleansers, meat products, other grocery products, and toiletries. The findings included in this extensive survey are based on more than 9300 interviews with housewives . . . send for your copy today and see how your products compare with competitors in 35 important Illinois cities.



At the Top In Illinois

ROCKFORD

BEST TEST CITY IN THE MID-WEST

MORNING STAR . . . Register-Republic

GROUP 4:—CITIES WITH POPULATION BETWEEN 100,000 and 250,000—(Continued)

CITIES	POPULATION SM EST. 1/1/51		RETAIL SALES — 1950 SM ESTIMATES												EFFECTIVE BUYING INCOME—1950 SM ESTIMATES					
			TOTAL SALES		Food		General Mdse.		Furn.-House. Radio		Drug		Automotive		Net Dollars		Per Family		Per Capita	
	Group Rank	in Thousands	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	in Thousands	Group Rank	in Dollars	Group Rank	in Dollars
Waterbury, Conn.	61	105.9	58	119,886	55	29,684	62	8,769	54	8,319	51	3,201	57	24,060	58	164,145	23	5,641	37	1,550
Duluth, Minn.	62	105.7	62	111,335	63	24,713	58	12,929	57	7,076	56	2,972	53	25,282	62	142,484	63	4,371	61	1,348
Somerville, Mass.	63	103.9	67	68,424	65	23,472	67	3,931	64	2,146	64	2,372	62	16,429	63	137,771	53	4,851	63	1,326
Utica, N. Y.	64	103.2	51	138,805	41	33,881	53	14,612	53	8,561	60	2,828	51	27,240	59	156,245	45	5,024	42	1,514
Little Rock, Ark.	65	102.7	50	140,998	66	22,879	20	31,504	56	7,458	35	4,527	41	33,248	60	150,456	62	4,478	51	1,465
Richmond, Cal.	66	101.4	66	71,661	62	25,788	66	5,083	63	5,335	65	1,683	61	17,120	67	109,918	67	3,546	67	1,084
Lynn, Mass.	67	101.1	57	120,755	31	36,389	60	10,029	62	5,395	54	3,147	59	22,117	61	148,718	57	4,751	49	1,471
GROUP TOTALS		9,642.4		12,643,198		2,677,180		1,737,165		837,788		345,967		2,673,841		15,780,066		5,409		1,637

GROUP 5:—CITIES WITH POPULATION BETWEEN 50,000 and 100,000

Jackson, Miss.	1	98.9	33	110,911	92	17,362	11	20,782	39	7,165	42	2,906	11	34,587	54	115,317	127	4,104	129	1,168
Albuquerque, N. M.	2	98.8	7	144,517	13	27,943	44	14,138	..	*	5	4,758	..	*	8	166,774	56	5,345	41	1,688
Lincoln, Neb.	3	98.6	22	123,747	67	19,421	..	*	..	*	13	3,847	38	25,351	12	159,535	81	4,894	50	1,618
St. Petersburg, Fla.	4	98.2	9	142,279	70	19,125	2	33,103	24	8,029	16	3,773	43	24,654	10	162,128	125	4,222	45	1,651
Lowell, Mass.	5	98.0	43	102,661	10	28,715	68	9,929	62	5,925	63	2,372	107	11,951	48	117,894	118	4,416	126	1,203
Glendale, Cal.	6	97.5	5	148,179	3	33,101	16	18,905	12	9,788	6	4,430	1	47,125	1	198,803	34	5,847	8	2,039
San Jose, Cal.	7	97.1	3	159,225	4	31,657	7	22,753	3	11,708	4	4,799	14	32,705	17	150,699	99	4,709	61	1,552
Madison, Wis.	8	96.8	21	124,916	31	23,348	28	16,703	51	6,408	3	4,952	39	25,107	14	159,139	45	5,584	46	1,644
Dearborn, Mich.	9	96.7	24	116,888	26	25,467	22	17,966	53	6,308	31	3,154	9	35,463	3	194,947	6	7,498	9	2,018
Beaumont, Texas	10	95.2	12	136,542	12	28,031	19	18,252	9	10,043	17	3,721	8	35,648	23	140,039	86	4,846	88	1,471
Saginaw, Mich.	11	94.6	23	118,611	9	29,053	45	14,086	58	6,114	19	3,664	51	23,122	21	145,779	60	5,263	66	1,541
Lansing, Mich.	12	93.9	2	159,584	1	34,054	8	22,361	35	7,296	9	4,350	3	45,060	6	173,997	32	5,918	20	1,853
Rockford, Ill.	13	93.7	8	142,871	6	30,676	17	18,635	13	9,778	12	3,998	20	30,793	9	166,224	35	5,812	30	1,774
Schenectady, N. Y.	14	93.6	6	145,844	2	33,975	23	17,400	27	7,790	21	3,440	19	30,926	30	129,636	112	4,486	107	1,385
Roanoke, Va.	15	93.3	15	131,438	16	27,567	34	15,086	2	12,023	18	3,677	35	25,836	34	124,482	82	4,881	118	1,334
Fresno, Cal.	16	92.5	1	190,074	5	31,379	13	19,905	1	13,095	1	5,644	4	43,488	11	161,968	52	5,490	34	1,751
Niagara Falls, N. Y.	17	92.4	31	112,303	22	26,168	52	13,126	66	5,902	53	2,687	64	20,344	56	113,929	110	4,539	124	1,233
Harrisburg, Pa.	18	90.3	4	151,654	23	25,899	6	24,289	5	11,606	2	5,118	16	31,816	7	173,015	23	6,135	15	1,916

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Again . . . It's HARRISBURG!

Pennsylvania's Top Quality Market

COMBINE HARRISBURG'S STANDING as Pennsylvania's leading Quality Market with the vast new area served by Radio Station WHP and you have a rare opportunity to expand distribution and boost sales.

Not only does Harrisburg lead all major Pennsylvania markets in Income Per Family (6,135), Income Per Capita ($1,916) and Quality of Market Index (148) . . . BUT this city records 7 out of a possible 9 "Superior Points" in Sales Management's November 10 city rankings study. Although 18th nationally in its population group, Harrisburg comes up with such impressive rankings as 4th in total retail sales, 2nd in drug sales, 6th in general merchandise sales and 5th in furniture-household-radio sales.

And now, your radio dollar goes much farther in this top quality market. For WHP, the dominant voice of Harrisburg for a quarter of a century, is now welcomed into tens of thousands of additional homes in Pennsylvania's rich South Central belt. It is the CBS station serving such markets as Harrisburg, Lancaster, York, Lebanon, etc., and assuring you of greater sales returns on every dollar you invest in WHP —The Key Station of the Keystone State.



REPRESENTED BY
THE BOLLING CO.
MEMBER
CBS RADIO NETWORK

WHP

HARRISBURG, PENNSYLVANIA

•5th in total retail sales
•6th in effective buying power
LYNN, MASSACHUSETTS, IS A BETTER MARKET
•8th city in the state in population
•5th in automotive sales

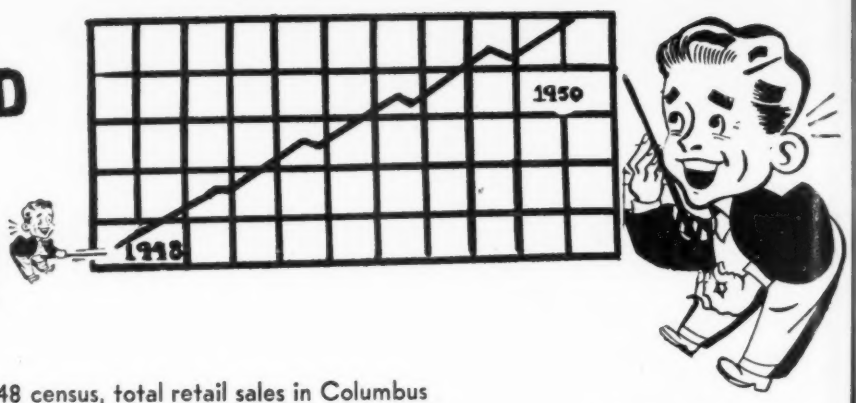
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. . . for hard-hitting selling power in this IMPORTANT MARKET use the

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IT'S HAPPENED SINCE the 1948 CENSUS



Since the 1948 census, total retail sales in Columbus have increased 11.3%. Food sales are up 6.9%. Home furnishings 17.2% Automotive 52.9%! Columbus is Georgia's second market and one of the fastest growing markets in America. WRBL is the buy for complete coverage of this booming area. Contact WRBL, or Hollingbery for the complete story.

Geo. P. Hollingbery
Exclusive Rep.



5000 WATTS

1ST IN GEORGIA'S 2ND MARKET

WRBL COLUMBUS, GA.

GROUP 5:—CITIES WITH POPULATION BETWEEN 50,000 and 100,000—(Continued)

CITIES	POPULATION SM EST. 1/1/51		RETAIL SALES — 1950 SM ESTIMATES												EFFECTIVE BUYING INCOME—1950 SM ESTIMATES					
			TOTAL SALES		Food		General Mdse.		Furn.-House. Radio		Drug		Automotive		Net Dollars		Per Family		Per Capita	
	Group Rank	in Thousands	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	in Thousands	Group Rank	in Dollars	Group Rank	in Dollars
Hammond, Ind.	19	88.8	27	114,265	34	22,500	14	19,793	50	6,424	69	2,258	27	27,078	24	139,238	40	5,660	58	1,568
Winston Salem, N. C.	20	88.2	54	97,841	78	18,095	36	14,947	48	6,512	48	2,741	54	21,886	31	129,478	73	4,980	89	1,468
Huntington, W. Va.	21	87.3	51	99,548	64	19,665	47	13,687	56	6,204	..	*	..	*	35	124,315	85	4,856	96	1,424
Columbia, S. C.	22	87.2	20	126,106	60	19,964	42	14,387	36	7,273	15	3,805	6	38,535	49	117,807	108	4,584	115	1,351
Upper Darby, Pa.	23	86.2	88	79,178	68	19,386	97	5,464	93	4,450	39	2,931	66	19,779	15	157,056	16	6,384	23	1,822
Waco, Texas	24	85.6	25	116,756	43	21,529	26	16,967	37	7,238	50	2,732	13	33,729	37	124,034	102	4,663	92	1,449
Sioux City, Iowa	25	85.0	28	113,770	57	20,221	10	20,942	92	4,470	30	3,186	46	24,175	16	152,660	30	5,940	25	1,796
Quincy, Mass.	26	84.5	52	99,277	7	29,725	78	8,593	99	3,640	56	2,583	72	18,871	44	119,399	89	4,814	99	1,413
Manchester, N. H.	27	83.8	63	92,209	21	26,355	92	6,299	18	8,500	94	1,850	91	14,820	58	113,298	104	4,643	114	1,352
Pawtucket, R. I.	28	83.1	60	94,075	39	21,943	89	6,792	42	6,953	28	3,221	61	20,849	36	124,068	72	5,003	81	1,493
East St. Louis, Ill.	29	83.0	61	93,499	37	22,185	64	10,747	80	5,091	70	2,258	49	23,265	55	114,208	104	4,643	109	1,376
Binghamton, N. Y.	30	82.4	16	130,178	11	28,261	5	24,652	10	9,989	35	3,033	17	31,258	62	111,817	111	4,509	111	1,357
Newton, Mass.	31	82.2	121	55,660	62	19,891	119	881	109	3,020	34	3,112	97	14,242	13	159,221	8	7,270	13	1,937
Springfield, Ill.	32	81.8	17	129,878	29	23,819	29	16,588	21	8,142	8	4,378	12	33,942	28	134,316	63	5,186	48	1,642
Lawrence, Mass.	33	81.6	36	107,994	17	27,537	87	6,921	17	8,684	27	3,272	99	14,130	85	98,083	124	4,283	127	1,202
Columbus, Ga.	34	80.6	39	103,584	41	21,815	....	*	..	*	..	*	..	*	75	106,070	94	4,778	120	1,316
Burbank, Cal.	35	80.0	86	80,585	53	20,630	104	4,011	95	4,316	57	2,564	23	28,411	87	95,920	128	4,030	128	1,199
Springfield, Ohio	36	79.4	56	97,232	33	22,527	58	11,977	60	6,050	46	2,806	51	22,807	41	121,006	70	5,021	72	1,524
East Orange, N. J.	37	79.3	67	89,622	38	22,028	83	7,706	72	5,713	78	2,054	45	24,204	4	186,989	10	7,030	4	2,358
Topeka, Kans.	38	78.9	47	101,579	69	19,324	128	*	..	*	43	2,891	50	23,170	26	137,996	58	5,308	35	1,749
Bayonne, N. J.	39	77.9	113	62,562	42	21,535	111	2,303	70	5,725	108	1,504	124	6,034	40	121,446	25	6,042	59	1,559
Altoona, Pa.	39	77.9	79	84,793	30	23,738	56	12,128	28	7,759	106	1,591	94	14,602	81	99,946	122	4,364	121	1,283
Portland, Maine	39	77.9	34	110,193	18	27,493	48	13,500	33	7,461	68	2,278	60	21,037	50	117,162	93	4,782	80	1,504
Wilkes-Barre, Pa.	42	77.6	26	116,313	50	20,979	3	29,033	14	9,658	92	1,881	113	11,208	47	118,185	95	4,770	73	1,523
St. Joseph, Mo.	43	76.7	83	82,104	100	16,467	..	*	..	*	11	4,028	67	19,578	45	118,425	101	4,681	64	1,544
Amarillo, Texas	44	74.9	18	129,824	44	21,503	70	9,461	16	8,944	..	*	7	37,036	57	113,923	84	4,869	74	1,521
Greensboro, N. C.	44	74.9	11	136,696	73	18,857	1	45,259	11	9,801	60	2,419	33	26,059	61	112,725	61	5,243	78	1,505
New Britain, Conn.	46	74.8	87	79,800	52	20,879	94	5,722	77	5,385	86	1,977	103	12,938	66	110,405	46	5,576	87	1,476
Stamford, Conn.	46	74.8	75	87,736	49	21,169	105	3,955	49	6,471	87	1,950	37	25,709	22	144,439	9	7,080	14	1,931
Pontiac, Mich.	46	74.8	29	113,648	15	27,609	20	18,248	38	7,200	24	3,392	28	26,806	71	107,862	79	4,903	94	1,442

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WSAZ

5000 L.S. 930 KC.

In W. Va's LARGEST City

Covering 28 Counties in

WEST VIRGINIA—KENTUCKY—OHIO

BMB Study No. 2

- 92,950 families day
- 73,900 families night
- $472 million Retail Sales

"More Listeners than ALL OTHERS" in the

Huntington • Ashland • Ironton

Tri-State Market

ABC PROGRAMS
National Rep. . . .
BRANHAM CO.

WSAZ

WSAZ-TV

Delivers EXCLUSIVE Coverage to the

HUNTINGTON — CHARLESTON

$766 Million Retail Sales Market*

DO YOU KNOW that the

HUNTINGTON — CHARLESTON

TV Market
Is equivalent to the . . .

21st METROPOLITAN MARKET in the U.S.!

*figs. from SM "Survey of Buying Power, 1951"

ABC-CBS-DTN-NBC
National
Representatives
KATZ AGENCY

WSAZ-TV
CHANNEL 5

HUNTINGTON

WEST VIRGINIA'S LARGEST CITY — 1951 POPULATION: 87,300

MARKET FOR 610,000 PEOPLE

Situated on the Ohio River where West Virginia, Kentucky, and Ohio meet, Huntington is the trading center for 610,000 people in a 13-county, tri-state empire. 1950 Retail Sales for this area totaled $342,565,000.

Source: 1951 *Sales Management* Estimates

INDUSTRIAL POWERHOUSE

Huntington is an industrial powerhouse, with over 150 manufacturing plants and an annual payroll of $60,000,000.

NEWSPAPER CIRCULATION OVER 59,000

This dynamic market is served by the Huntington ADVERTISER & HERALD-DISPATCH, with A.B.C. circulation over 59,000. Reflecting the steady growth of their market, these papers have more than doubled their circulation in the last fifteen years.

The Huntington **ADVERTISER & HERALD-DISPATCH**

Represented by THE KATZ AGENCY, INC.

Yes, TROY, N.Y. *is a Superior Market*

IN FOOD, FURNITURE-HOUSEHOLD-RADIO, AUTOMOTIVE and TOTAL SALES

*Sales Management's Market Ranking Study

But You Must Look Still Closer For All Its Superior Qualities

Such as:

ITS CITY ZONE POPULATION OF 122,000

Troy plus Watervliet, Green Island, Cohoes, Waterford and a portion of Latham comprise the real Troy City Zone Market

Position in the Center of Rich Troy-Albany-Schenectady Metropolitan Area

According to S.M.'s 1950 sales figures it showed a greater gain (13.6%) over the 1948 Census of Business figures than the national gain (7.5%) or the Middle Atlantic gain (9.7%)

You Reach This Superior Market Through Two Newspapers At A Single Cost

18c per line; circulation, Sept. average 46,473; coverage 96.8%

THE RECORD NEWSPAPERS

THE TROY RECORD—THE TIMES RECORD

GROUP 5:—CITIES WITH POPULATION BETWEEN 50,000 and 100,000—(Continued)

CITIES	POPULATION SM EST. 1/1/51		RETAIL SALES — 1950 SM ESTIMATES												EFFECTIVE BUYING INCOME—1950 SM ESTIMATES					
			TOTAL SALES		Food		General Mdse.		Furn.-House. Radio		Drug		Automotive		Net Dollars		Per Family		Per Capita	
	Group Rank	in Thousands	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	in Thousands	Group Rank	in Dollars	Group Rank	in Dollars
Davenport, Iowa	49	74.5	42	102,900	93	17,330	21	18,189	59	6,099	..	*	48	23,660	25	139,166	29	5,947	19	1,868
Evanston, Ill.	50	73.9	35	108,838	46	21,414	18	18,540	55	6,267	33	3,128	18	31,056	19	147,874	11	6,752	10	2,001
Charleston, W. Va.	51	73.8	10	140,264	19	26,798	9	21,832	7	10,783	23	3,407	10	34,769	59	112,914	68	5,086	71	1,530
Stockton, Cal.	52	73.3	14	132,989	28	24,102	49	13,330	6	11,333	51	2,695	15	32,579	29	132,820	31	5,929	24	1,812
Portsmouth, Va.	53	73.1	99	71,623	82	17,852	95	5,550	82	5,047	76	2,153	79	16,682	107	84,431	130	3,983	130	1,155
Mount Vernon, N. Y.	54	73.0	62	92,392	8	29,672	103	4,159	20	8,219	99	1,722	62	20,590	2	195,640	2	9,406	2	2,680
Cedar Rapids, Iowa	54	73.0	41	103,060	108	15,836	40	14,606	32	7,525	26	3,291	34	25,864	33	125,268	53	5,470	38	1,716
Troy, N. Y.	56	72.9	37	107,674	20	26,434	81	7,972	15	9,052	77	2,063	42	24,724	60	112,849	77	4,950	63	1,548
Santa Monica, Cal.	56	72.9	30	113,604	32	23,235	46	13,834	22	8,069	10	4,217	21	29,793	32	128,304	95	4,770	32	1,760
Lubbock, Texas	58	72.5	19	128,409	103	16,229	15	19,329	30	7,654	7	4,421	2	45,282	76	104,763	98	4,740	93	1,445
Augusta, Ga.	59	72.4	65	90,534	81	17,913	..	*	78	5,210	..	*	..	*	113	79,423	132	3,711	131	1,097
Racine, Wis.	60	71.6	66	90,368	35	22,482	86	7,098	52	6,338	54	2,662	73	18,785	69	108,116	66	5,100	77	1,510
Durham, N. C.	61	71.5	71	88,630	112	15,422	51	13,167	45	6,664	67	2,280	65	19,993	73	106,607	59	5,278	82	1,491
Macon, Ga.	62	71.0	77	87,071	83	17,831	50	13,270	..	*	61	2,401	..	*	92	93,507	126	4,193	119	1,317
Charleston, S. C.	63	69.2	55	97,305	56	20,299	66	10,232	19	8,222	44	2,868	24	28,070	90	94,389	116	4,431	110	1,364

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NORTH CAROLINA IS 1st.

North Carolina Rates More Firsts
In Sales Management Survey Than
Any Other Southern State.

More North Carolinians Listen to
WPTF Than to Any Other Station.

& NORTH CAROLINA'S No.1 SALESMAN IS... WPTF

NBC AFFILIATE for RALEIGH, DURHAM and Eastern North Carolina
National Rep. FREE & PETERS, Inc.
50,000 WATTS
680 KC.
also WPTF-FM

GROUP 5:—CITIES WITH POPULATION BETWEEN 50,000 and 100,000—(Continued)

CITIES	POPULATION SM Est. 1/1/51		RETAIL SALES — 1950 SM ESTIMATES												EFFECTIVE BUYING INCOME—1950 SM ESTIMATES					
			TOTAL SALES		Food		General Mdse.		Furn.-House. Radio		Drug		Automotive		Net Dollars		Per Family		Per Capita	
	Group Rank	in Thousands	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	in Thousands	Group Rank	in Dollars	Group Rank	in Dollars
Lakewood, Ohio	64	69.0	118	56,894	98	16,618	108	3,248	119	2,265	55	2,624	53	22,536	27	136,827	18	6,364	11	1,983
Wichita Falls, Texas	65	68.8	74	87,796	113	15,210	69	9,847	73	5,578	41	2,919	26	27,556	74	106,158	49	5,529	65	1,543
Decatur, Ill.	66	68.7	58	96,706	65	19,613	32	15,937	68	5,818	73	2,206	41	25,001	64	110,744	69	5,080	52	1,612
Cicero, Ill.	67	68.0	112	63,995	109	15,823	118	1,100	108	3,031	103	1,626	58	21,085	42	120,156	20	6,291	31	1,767
Springfield, Mo.	68	67.3	69	88,997	120	13,505	59	11,741	61	6,005	40	2,929	32	26,184	65	110,574	87	4,829	47	1,643
Medford, Mass.	69	67.2	128	41,416	126	12,620	121	690	124	974	114	1,378	120	7,795	53	115,450	13	6,450	37	1,718
Oyster Bay Township, N. Y.	70	66.9	114	61,240	45	21,485	117	1,204	123	1,650	122	988	122	7,437	20	146,177	3	9,370	5	2,185
Galveston, Texas	70	66.9	70	88,921	74	18,802	72	9,355	46	6,626	45	2,863	81	16,525	43	119,617	51	5,512	26	1,788
Bethlehem, Pa.	72	66.8	106	67,540	72	18,879	106	3,525	89	4,599	83	1,993	82	16,383	63	111,556	27	5,998	44	1,670
Chester, Pa.	73	66.7	73	88,068	25	25,623	107	3,265	25	7,919	96	1,770	100	14,066	72	107,721	28	5,985	51	1,615
Raleigh, N. C.	74	66.1	48	101,500	105	16,075	43	14,155	41	6,995	29	3,188	31	26,190	79	101,331	19	6,294	70	1,533
Clifton, N. J.	75	65.6	127	42,044	131	10,838	125	238	115	2,510	123	580	123	7,165	51	116,965	14	6,427	28	1,783
Covington, Ky.	76	65.5	109	64,889	54	20,517	91	6,728	102	3,437	79	2,053	110	11,600	95	90,652	121	4,379	108	1,384
Waterloo, Iowa	77	65.2	64	91,224	99	16,593	41	14,442	34	7,348	65	2,324	76	18,236	82	98,843	75	4,967	75	1,516
Terre Haute, Ind.	78	65.0	44	101,876	71	18,900	12	19,992	64	5,911	36	3,027	29	26,451	83	98,215	115	4,444	76	1,511
Alameda, Cal.	79	64.8	130	40,546	110	15,588	116	1,212	116	2,385	71	2,254	111	11,518	78	102,578	71	5,004	56	1,583
Pueblo, Colo.	80	64.6	97	71,808	111	15,536	55	12,232	74	5,545	..	*	84	16,279	99	89,536	119	4,411	106	1,386
Lancaster, Pa.	81	64.5	57	97,115	61	19,929	25	17,257	29	7,730	72	2,248	87	15,849	67	110,231	43	5,595	39	1,709
San Bernardino, Cal.	82	64.2	50	100,600	59	19,989	33	15,088	40	7,044	32	3,137	36	25,739	103	87,119	123	4,292	111	1,357
Oak Park, Ill.	83	64.0	40	103,228	55	20,357	31	16,355	76	5,474	49	2,733	5	38,678	38	122,432	21	6,247	17	1,913

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* Withheld to avoid disclosure

Chester Times
CHESTER PA.

ONE hometown daily . . . and only one . . . reaches the 59,000 dwelling units* in the market area of CHESTER, PA. The homes of the people responsible for these phenomenal figures: annual manufacturing production † $938 MILLION annual retail sales‡ $159 MILLION

NATIONAL REPRESENTATIVES: Story, Brooks & Finley

*Source: 1950 U.S. Census
†Source: Bureau of Statistics, Penna., Dept. Internal Affairs. Figures quoted for Del. Co.—more than 90% of all plants are in Chester Trade Area
‡Source: 1948 U.S. Census of Business for Chester Market Area

Superior Families to Cultivate

Holyoke families . . . drawing high wages from skilled work in more than 200 local plants . . . rate superior rankings in both per family and per capita income. But really go to town when they spend!

High standards in personal and household comforts jump Holyoke well above population rank in food, general merchandise, furniture-household, and drug sales. Holyoke outranks thirty-two larger cities in food sales . . . forty-one in drug sales!

To really get the feel of Holyoke family buying habits, check them against the national family averages . . .

Drug sales 77% above . . . food 57% above . . . furniture-household 73% above . . . retail sales 29% above

We've been saying all along that they're *good* families to cultivate. The right word is *Superior*. And they're easy to sell . . . through the Transcript Telegram—read daily for news and advertising in more than 25,000 of the city zone's 31,800 families.

HOLYOKE'S 6 SUPERIOR POINTS
(50M-100M Group)

	Rank
Population	106
Food Sales	75
General Merchandise	99
Furniture-Household	86
Drug	66
Per Family Income	88
Per Capita Income	104

The Holyoke Transcript Telegram
HOLYOKE, MASS.

Represented by The Julius Mathews Special Agency, Inc.

GROUP 5:—CITIES WITH POPULATION BETWEEN 50,000 and 100,000—(Continued)

CITIES	POPULATION SM EST. 1/1/51		RETAIL SALES — 1950 SM ESTIMATES												EFFECTIVE BUYING INCOME—1950 SM ESTIMATES					
			TOTAL SALES		Food		General Mdse.		Furn.-House. Radio		Drug		Automotive		Net Dollars		Per Family		Per Capita	
	Group Rank	in Thousands	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	in Thousands	Group Rank	in Dollars	Group Rank	in Dollars
Brockton, Mass.	84	63.9	85	80,883	51	20,913	82	7,714	79	5,194	88	1,946	98	14,192	117	78,597	129	4,010	125	1,230
Johnstown, Pa.	85	63.6	53	97,969	58	20,182	4	25,961	54	6,269	95	1,786	78	17,119	80	100,043	24	6,063	57	1,573
Alexandria, Va.	86	63.1	96	71,931	36	22,297	96	5,537	105	3,362	52	2,692	75	18,361	97	89,665	64	5,183	98	1,421
Atlantic City, N. J.	87	62.5	13	134,192	14	27,615	71	9,393	31	7,630	14	3,807	89	15,231	46	118,375	41	5,637	18	1,894
Malden, Mass.	88	60.7	119	56,298	94	17,180	101	4,688	117	2,301	89	1,917	115	10,180	91	94,389	48	5,552	60	1,555
New Rochelle, N. Y.	89	60.6	81	84,198	77	18,208	88	6,813	57	6,202	110	1,461	59	21,070	5	176,649	1	10972	1	2,915
York, Pa.	90	60.5	78	85,817	87	17,662	39	14,658	44	6,890	97	1,761	83	16,354	70	108,053	39	5,687	27	1,788
Irvington, N. J.	91	60.0	111	64,259	76	18,335	112	2,006	113	2,835	105	1,593	47	23,989	52	116,880	15	6,387	12	1,949
Cleveland Heights, Ohio	92	59.8	125	47,912	48	21,210	123	525	100	3,467	59	2,473	107	12,191	18	148,304	4	8,523	3	2,480
Muncie, Ind.	93	59.3	105	68,074	115	15,061	75	8,959	84	5,023	91	1,889	86	16,002	102	88,001	100	4,706	85	1,484
Wheeling, W. Va.	94	59.2	72	88,596	84	17,807	24	17,266	..	*	80	2,038	102	13,914	101	89,096	80	4,895	78	1,505
Hamilton, Ohio	95	58.7	98	71,778	79	18,019	98	5,436	94	4,434	104	1,624	88	15,818	108	82,943	92	4,794	99	1,413
Passaic, N. J.	95	58.7	38	103,781	27	24,813	80	8,100	4	11,608	98	1,748	93	14,663	88	95,329	33	5,848	49	1,624
Greenville, S. C.	95	58.7	45	101,745	89	17,634	27	16,715	23	8,055	47	2,747	25	27,956	114	79,421	97	4,756	113	1,353
Kalamazoo, Mich.	95	58.7	32	111,122	40	21,842	63	10,979	26	7,799	20	3,624	30	26,397	68	108,536	38	5,712	21	1,849
Port Arthur, Texas	99	58.3	93	74,946	101	16,350	79	8,441	67	5,891	75	2,192	70	18,986	98	89,549	62	5,237	67	1,536
Brookline, Mass.	100	57.8	116	58,809	95	17,162	120	725	112	2,978	62	2,395	77	18,162	39	122,131	5	7,730	6	2,113
Ogden, Utah	101	57.7	95	74,300	118	14,555	..	*	85	4,966	85	1,978	95	14,566	94	91,858	55	5,372	54	1,592
Cranston, R. I.	102	56.4	133	26,376	132	10,148	124	482	125	719	102	1,646	126	4,619	84	98,136	22	6,172	36	1,740
Gadsden, Ala.	103	56.2	117	58,315	129	12,095	84	7,387	91	4,497	113	1,412	71	18,914	132	54,964	133	3,664	132	978
Union City, N. J.	104	56.1	91	75,003	47	21,250	62	11,235	65	5,911	115	1,343	121	7,628	116	78,652	114	4,469	101	1,402
Lexington, Ky.	105	55.4	46	101,604	86	17,744	38	14,779	71	5,717	..	*	74	18,431	105	85,039	78	4,916	68	1,535
Holyoke, Mass.	106	55.2	107	65,324	75	18,454	99	5,409	86	4,871	66	2,317	118	9,218	121	76,562	88	4,815	104	1,387
Kenosha, Wis.	107	55.1	110	64,777	97	16,672	..	*	101	3,453	..	*	90	15,001	119	78,462	76	4,966	96	1,424
East Chicago, Ind.	108	54.9	120	55,882	117	14,868	115	1,361	103	3,428	112	1,414	112	11,463	128	70,162	74	4,976	122	1,278
Pittsfield, Mass.	109	53.9	100	71,364	88	17,659	77	8,790	96	4,173	117	1,255	101	13,958	111	80,311	57	5,319	83	1,490
Bay City, Mich.	110	53.6	101	70,552	106	16,050	73	9,195	81	5,078	64	2,333	105	12,574	124	74,558	83	4,873	103	1,391
Sioux Falls, S. D.	111	53.4	89	78,016	128	12,501	60	11,684	83	5,024	84	1,982	44	24,296	100	89,445	42	5,625	43	1,675
Green Bay, Wis.	112	53.1	90	76,057	114	15,206	54	12,343	63	5,922	93	1,859	92	14,811	120	77,951	67	5,095	89	1,468
Joliet, Ill.	112	53.1	80	84,416	63	19,883	37	14,823	88	4,685	58	2,509	69	19,142	118	78,535	65	5,167	86	1,479

©SM, 1951

* Withheld to avoid disclosure.



DISCOVER

PITTSFIELD'S METROPOLITAN MARKET!

Local Buying Puts Pittsfield Ahead of

22 larger cities in Food Sales
33 " " " General Merchandise
14 " " " Furniture Household
9 " " " Retail
8 " " " Automotive
57 " " " Family Income
27 " " " Per Capita Income

SUPERIOR IN 7 OUT OF 9 GROUPS!

Bank	Rank	Per Capita	% Above Average
Population	109		
Retail Sales	100	$1,324	44%
Food	88	$ 330	56%
General Merchandise	77	$ 162	48%
Furniture—Household	96	$ 77	51%
Automotive	101	$ 259	34%
Per Capita Income	83	$1,490	14%
Per Family Income	57	$5,319	18%

FOR 100% COVERAGE—PLUS—IN PITTSFIELD, MASS.

Schedule Your Ads In

The Berkshire Evening Eagle

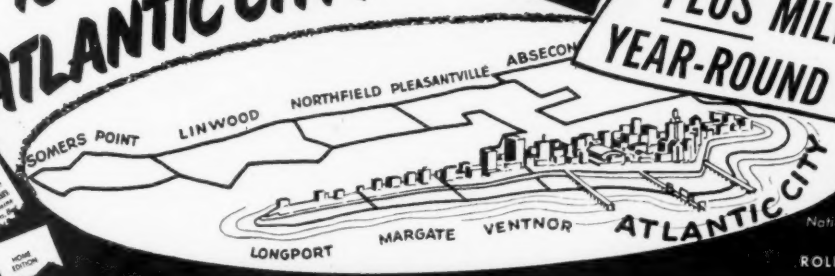
Represented by The Julius Mathews Special Agency, Inc.

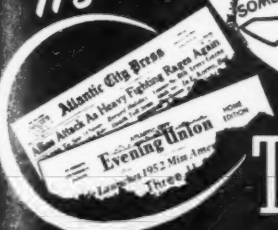
The GREATEST Plus-Value Coverage in AMERICA!

THIS IS ATLANTIC CITY!

120,000 Primary Area Residents PLUS MILLIONS of YEAR-ROUND VISITORS

For Complete Coverage it's





KELLY-SMITH Company
National Advertising Representatives

ROLLAND L. ADAMS, Publisher

The PRESS-UNION NEWSPAPERS

MORNING — EVENING — SUNDAY

WDBO YOUR GREATEST SELLING POWER ...in Central Florida

Orlando's Pioneer Radio Station Est. 1924

ORLANDO, FLORIDA

580 K.C. 5000 WATTS

WDBO-FM 92 MCS 35000 WATTS

Columbia Broadcasting System

NATIONAL REPRESENTATIVES: BLAIR, CUMMINGS

1950 Retail Sales in the 21 WDBO counties totaled $582,687,000*.

WDBO has approximately 19,000 *more daytime families* and 17,000 *more nighttime families* who listen regularly (6 or 7 days or nights a week) *than the other 3 Orlando stations combined***.

The same report shows WDBO's gain over the previous report is 20%—and rates have not been increased!

*1951 Sales Management **Current BMB Report

GROUP 5:—CITIES WITH POPULATION BETWEEN 50,000 and 100,000—(Continued)

CITIES	POPULATION SM EST. 1/1/51		RETAIL SALES — 1950 SM ESTIMATES												EFFECTIVE BUYING INCOME—1950 SM ESTIMATES					
			TOTAL SALES		Food		General Mdse.		Furn.-House. Radio		Drug		Automotive		Net Dollars		Per Family		Per Capita	
	Group Rank	in Thousands	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	in Thousands	Group Rank	in Dollars	Group Rank	in Dollars
Asheville, N. C.	112	53.1	59	94,115	102	16,300	30	16,580	69	5,800	38	2,957	56	21,485	122	76,464	107	4,606	95	1,440
Orlando, Fla.	115	53.1	49	101,057	90	17,512	35	15,080	47	6,575	22	3,436	22	29,403	109	82,305	90	4,813	62	1,550
San Angelo, Texas	116	52.7	104	68,878	127	12,581	..	*	..	*	..	*	..	*	126	73,095	113	4,484	104	1,387
Laredo, Texas	117	52.5	126	45,468	133	9,558	90	6,763	118	2,270	..	*	119	8,028	133	48,983	131	3,950	133	933
Alhambra, Cal.	118	52.4	102	70,342	119	13,846	100	4,833	43	6,903	81	2,036	40	25,036	127	72,941	120	4,394	102	1,392
Jackson, Mich.	119	52.1	68	89,374	66	19,449	61	11,620	87	4,769	25	3,372	63	20,588	93	92,634	50	5,514	29	1,778
McKeesport, Pa.	120	51.9	76	87,174	24	25,815	85	7,256	8	10,604	90	1,889	85	16,080	110	82,262	36	5,753	55	1,585
South Gate, Cal.	121	51.8	131	37,321	124	12,884	122	650	122	1,877	116	1,270	114	10,783	131	65,038	117	4,419	123	1,271
Berwyn, Ill.	122	51.8	129	40,687	130	11,607	110	2,371	120	2,075	118	1,203	109	11,929	89	94,898	17	6,369	22	1,832
Lorain, Ohio	123	51.7	115	59,844	96	16,717	102	4,673	107	3,283	109	1,499	116	10,154	115	79,360	37	5,751	68	1,535
Woonsocket, R. I.	124	51.4	122	54,628	116	15,010	93	5,773	111	3,001	82	2,024	117	9,687	129	69,441	106	4,629	115	1,351
Hoboken, N. J.	125	51.3	124	50,013	122	13,382	113	1,711	110	3,013	120	1,083	127	4,593	130	68,793	109	4,556	117	1,341
Aurora, Ill.	126	51.1	92	74,988	104	16,189	65	10,374	98	3,762	74	2,206	57	21,288	96	89,732	47	5,573	33	1,756
Lima, Ohio	127	50.7	94	74,613	107	16,006	57	12,061	104	3,378	101	1,653	80	16,570	125	74,073	91	4,810	91	1,481
Warren, Ohio	128	50.6	103	69,021	85	17,781	76	8,910	97	3,792	107	1,575	96	14,511	106	84,806	26	6,015	42	1,676
Elmira, N. Y.	129	50.5	84	82,001	91	17,391	74	9,163	75	5,530	100	1,657	68	19,468	123	75,245	103	4,645	83	1,490
Norwalk, Conn.	130	50.3	123	54,280	121	13,405	109	2,446	106	3,288	119	1,160	104	12,924	86	96,325	12	6,508	16	1,915
Bloomfield, N. J.	131	50.1	132	37,258	125	12,756	114	1,529	121	1,965	111	1,423	125	4,658	77	104,008	7	7,273	7	2,076
Dubuque, Iowa	131	50.1	108	65,075	123	13,298	53	12,453	114	2,709	121	1,035	106	12,422	112	79,960	44	5,592	53	1,956
Battle Creek, Mich.	133	50.0	82	82,155	80	17,999	67	10,097	90	4,499	37	2,980	55	21,683	104	85,450	54	5,374	39	1,709
GROUP TOTALS	....	9,333.0	....	12,243,401	....	2,674,780	....	1,422,846	....	752,852	....	316,332	....	2,670,748	....	14,871,144	....	5,345	....	1,593

GROUP 6:—CITIES WITH POPULATION BETWEEN 25,000 and 50,000

Chicopee, Mass.	1	49.7	222	28,210	155	8,725	215	505	213	709	189	858	210	5,675	65	62,324	133	4,831	201	1,254
Rock Island, Ill.	2	49.2	66	54,446	55	12,353	76	6,201	143	2,189	54	1,594	38	16,291	15	84,624	71	5,495	48	1,720
New Castle, Pa.	2	49.2	33	66,494	15	16,237	64	6,955	24	5,063	65	1,475	68	13,966	44	67,404	131	4,849	172	1,370
Muskegon, Mich.	4	49.1	10	83,601	6	19,365	6	13,798	27	4,902	9	2,749	34	16,813	23	78,118	88	5,278	86	1,591
Compton, Cal.	5	49.0	51	59,077	58	12,328	199	1,441	126	2,386	70	1,464	21	19,374	46	67,032	142	4,754	174	1,368
Lower Merion, Pa.	5	49.0	79	52,403	38	13,308	212	567	135	2,249	25	2,040	24	18,825	4	104,272	10	7,395	11	2,128
Lynchburg, Va.	7	48.7	46	60,886	88	10,706	15	10,472	87	3,059	15	2,286	78	13,218	71	61,459	162	4,621	197	1,262
Fort Smith, Ark.	8	48.5	37	64,936	125	9,586	36	8,663	96	2,856	55	1,586	12	23,342	82	59,267	218	3,978	213	1,222
Ann Arbor, Mich.	9	48.4	23	73,146	23	14,920	68	6,832	32	4,561	5	3,712	70	13,860	6	97,526	19	6,680	18	2,015
La Crosse, Wis.	10	48.0	42	63,388	41	13,233	23	9,493	67	3,473	105	1,237	100	12,082	47	66,432	169	4,550	166	1,384
Haverhill, Mass.	11	47.9	81	51,843	12	16,486	106	5,035	47	4,000	147	1,029	151	9,382	80	59,827	207	4,184	202	1,249
Waltham, Mass.	11	47.9	72	53,623	32	13,961	21	10,078	146	2,135	46	1,657	181	7,690	21	79,035	30	6,223	66	1,650
Royal Oak, Mich.	11	47.9	62	55,831	65	11,875	60	7,218	70	3,392	26	2,027	63	14,153	7	94,842	11	7,240	19	1,980
Abilene, Texas	14	47.8	22	73,503	73	11,355	12	10,744	56	3,731	24	2,050	5	27,486	73	61,375	211	4,092	194	1,284
Anderson, Ind.	15	47.6	44	62,756	39	13,264	43	8,086	39	4,246	27	2,020	28	17,478	35	71,733	165	4,598	114	1,507
Riverside, Cal.	16	47.4	34	66,332	61	12,088	63	7,118	23	5,274	40	1,731	22	19,136	28	74,276	126	4,919	94	1,567
Highland Park, Mich.	17	47.3	7	91,774	30	14,025	2	18,892	40	4,191	6	3,406	2	33,030	8	91,573	26	6,449	22	1,936
Inglewood, Cal.	18	47.0	16	75,355	13	16,361	4	14,312	10	6,836	12	2,438	44	15,399	18	79,947	69	5,514	56	1,701
Tuscaloosa, Ala.	19	46.9	153	40,187	173	8,303	167	3,005	44	4,051	78	1,414	159	8,824	129	50,464	224	3,912	233	1,076
Miami Beach, Fla.	20	46.7	2	116,623	9	17,362	110	4,864	36	4,422	1	5,839	211	5,504	10	90,271	82	5,373	23	1,933
Everett, Mass.	21	46.5	226	26,985	122	9,693	201	1,399	177	1,656	100	1,269	215	5,151	41	68,076	72	5,490	133	1,464
Santa Ana, Cal.	21	46.5	25	70,795	49	12,637	94	5,323	11	6,698	18	2,131	23	19,027	33	72,866	140	4,762	94	1,667
Tucson, Ariz.	23	46.1	5	107,102	5	19,655	3	16,008	3	9,426	3	4,436	15	22,814	22	79,015	63	5,604	50	1,714
Colorado Springs, Colo.	24	46.0	36	65,444	36	13,342	..	*	14	6,066	7	2,957	66	14,096	38	70,150	192	4,330	108	1,625
Santa Barbara, Cal.	25	45.8	17	75,299	20	15,571	165	3,083	22	5,343	16	2,205	40	15,769	14	85,417	79	5,406	29	1,865
Council Bluffs, Iowa	26	45.7	95	48,414	68	11,636	..	*	110	2,567	76	1,417	136	10,242	59	63,706	166	4,583	161	1,394
Wilmington, N. C.	26	45.7	67	54,394	50	12,574	85	5,786	..	*	41	1,725	79	13,174	75	60,827	205	4,224	182	1,331

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* Withheld to avoid disclosure.

3 WON'T GET YOU 80

(With Apologies to Miami Herald, Florida Times-Union and Tampa Tribune)

BUT ONE WILL GET YOU 4

In Central Florida, There is One Dominant Buy . . . The Sentinel-Star . . . It Prints More Citrus News Than Any Other Newspaper in Florida and Citrus is King in Central Florida . . . It also Prints More Central Florida News Than any Other Two Newspapers . . . And Central Floridians Like to Read About Themselves, Their Towns, Their Activities.

Orlando Papers Sell to one out of THREE Residents in its Area . . . Tampa, Miami and Jacksonville Papers combined sell to ONE out of 20 Residents in Central Florida. The four counties of Central Florida covered by the Sentinel-Star show a 46.1 pct. increase in population . . . These Orlando newspapers show a circulation increase in these four counties of 104.65 pct.

SENTINEL-STAR

"Bible of the Florida Citrus Belt"

ORLANDO DAILY NEWSPAPERS, INC. Orlando, Florida

Represented Nationally by

BURKE, KUIPERS & MAHONEY

NEW YORK CHICAGO ATLANTA DALLAS SAN FRANCISCO OKLAHOMA CITY

Represented in Florida by: **V. J. OBENAUER, JR., Jacksonville**

NORWALK, CONN.

SCORES on EVERY Count

With top scores all across the board, Norwalk is doing all right . . . rates special attention when lists are being made up. But don't overlook the promise of even larger sales in the city's high buying power per family . . .

With 50,300 people, Norwalk is bracketed with 129 larger cities in the 50,000 to 100,000 group. Even so, only ten of these larger cities equal Norwalk's income per family! In the whole 50M-100M group only a slim few cities can be *sold* as much merchandise per family as Norwalk.

Norwalk has what it takes to produce a substantially higher volume of sales . . . and it continues well above average. All that's needed is local push to your *selling!*

The Norwalk Hour is that local push to your sales booster in Norwalk and its rich mid-Fairfield trading area.

Norwalk Conn. Hour

Represented by The Julius Mathews Special Agency, Inc.

TELL YOUR STORY

IN GREENWICH, CONNECTICUT

WHERE the average family has 68% more to spend than the average U. S. family.*

Your advertising dollars will work harder in this super rich market that is covered effectively only by the Greenwich Time.

Investigate the Greenwich market.

Sales Management

GREENWICH TIME:

Often called "The best suburban daily newspaper in America"
National Representatives: Bogner & Martin, New York and Chicago

GROUP 6:—CITIES WITH POPULATION BETWEEN 25,000 and 50,000—(Continued)

CITIES	POPULATION SM EST. 1/1/51		RETAIL SALES — 1950 SM ESTIMATES												EFFECTIVE BUYING INCOME—1950 SM ESTIMATES					
			TOTAL SALES		Food		General Mdse.		Furn.-House. Radio		Drug		Automotive		Net Dollars		Per Family		Per Capita	
	Group Rank	in Thousands	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	in Thousands	Group Rank	in Dollars	Group Rank	in Dollars
Williamsport, Pa.	28	45.6	38	64,863	25	14,730	34	8,995	33	4,559	52	1,605	90	12,587	37	71,318	120	4,987	97	1,564
West Hartford, Conn.	29	45.1	166	38,370	40	13,234	..	*	104	2,721	44	1,681	133	10,413	3	111,126	5	8,890	5	2,464
Arlington, Mass.	30	44.7	230	25,748	151	8,856	209	733	208	861	178	908	184	7,599	19	79,790	20	6,594	37	1,785
Pensacola, Fla.	31	44.5	40	63,577	71	11,495	78	6,111	108	2,683	31	1,862	16	21,954	67	62,033	129	4,884	161	1,394
Meriden, Conn.	32	44.4	102	47,739	47	12,647	143	3,744	82	3,131	130	1,116	140	10,106	61	63,092	139	4,780	151	1,421
Montclair, N. J.	32	44.4	70	54,088	19	15,692	192	1,782	89	3,022	69	1,470	43	15,487	2	117,083	3	9,367	4	2,637
Hamtramck, Mich.	34	44.2	39	64,368	48	12,646	53	7,566	9	6,893	35	1,759	69	13,895	90	57,548	77	5,429	189	1,302
Mansfield, Ohio	34	44.2	32	66,747	37	13,325	10	11,599	48	3,907	80	1,409	107	11,664	26	75,670	59	5,647	51	1,712
West Palm Beach, Fla.	34	44.2	6	98,134	11	16,494	26	9,297	8	6,923	8	2,812	3	32,381	20	79,781	70	5,502	35	1,805
White Plains, N. Y.	34	44.2	3	112,133	1	30,721	29	9,138	4	8,575	22	2,087	9	25,423	1	131,362	2	10426	2	2,972
Elgin, Ill.	38	44.0	61	57,380	51	12,570	16	10,393	117	2,462	61	1,519	83	12,969	24	76,384	49	5,787	44	1,736
Jamestown, N. Y.	38	44.0	30	67,300	16	16,219	41	8,259	51	3,844	66	1,475	92	12,343	51	65,604	173	4,524	123	1,491
Salem, Ore.	40	43.9	12	78,799	35	13,488	14	10,518	19	5,684	39	1,732	6	27,276	58	63,962	186	4,381	136	1,457
West Allis, Wis.	41	43.5	128	43,517	45	12,845	179	2,439	184	1,571	129	1,119	73	13,625	32	73,037	36	5,987	59	1,679
Fitchburg, Mass.	42	43.3	60	57,413	31	13,999	98	5,215	63	3,529	36	1,745	143	9,958	60	63,261	109	5,102	134	1,461
Sheboygan, Wis.	43	43.0	82	51,819	112	10,020	8	11,784	152	2,070	156	1,003	110	11,232	54	64,672	114	5,053	118	1,504
Plainfield, N. J.	44	42.9	13	78,249	4	19,962	28	9,175	17	5,865	58	1,569	32	16,950	16	83,526	16	6,791	20	1,947
North Little Rock, Ark.	45	42.7	143	41,769	176	8,292	..	*	156	2,038	157	1,001	25	18,756	130	49,916	230	3,810	221	1,169
Newport News, Va.	46	42.6	24	71,003	27	14,344	17	10,220	20	5,610	28	2,006	41	15,541	100	55,295	164	4,608	190	1,298
Salem, Mass.	47	42.5	31	67,031	10	16,497	46	8,026	77	3,207	64	1,480	152	9,367	45	67,065	62	5,636	92	1,578
San Mateo, Cal.	48	42.4	178	36,279	133	9,334	140	3,790	97	2,853	191	851	222	3,857	13	86,284	15	6,794	16	2,035
Euclid, Ohio	49	42.2	241	21,430	166	8,473	220	467	179	1,643	200	783	217	4,671	9	90,477	7	7,868	10	2,144
Meridian, Miss.	49	42.2	135	42,851	199	7,626	71	6,483	..	*	..	*	..	*	186	41,947	241	3,178	241	994
Rome, N. Y.	51	42.1	142	41,831	82	10,919	108	4,938	185	1,563	171	952	198	6,389	117	52,583	171	4,533	202	1,249
Lake Charles, La.	52	41.9	93	48,527	231	6,188	51	7,740	133	2,291	114	1,198	42	15,515	31	73,451	41	5,923	42	1,753
Quincy, Ill.	52	41.9	64	55,173	93	10,597	52	7,647	..	*	53	1,600	114	11,093	68	61,970	148	4,695	129	1,479
Perth Amboy, N. J.	52	41.9	26	69,519	18	15,758	161	3,403	7	7,086	86	1,356	65	14,096	122	51,202	178	4,491	213	1,222
Poughkeepsie, N. Y.	55	41.7	11	80,095	2	24,340	9	11,776	31	4,580	71	1,453	97	12,169	77	60,215	158	4,632	143	1,444
Lewiston, Maine	56	41.6	103	47,514	46	12,707	72	6,479	80	3,160	181	896	179	7,709	139	49,046	187	4,379	217	1,179
Oshkosh, Wis.	57	41.4	55	58,655	56	12,340	88	5,459	76	3,237	123	1,142	37	16,349	109	53,737	208	4,134	190	1,298
Greenwich, Conn.	58	41.1	133	43,030	79	11,100	160	3,411	118	2,460	115	1,191	172	8,261	11	89,639	9	7,597	8	2,181
Zanesville, Ohio	58	41.1	71	53,659	70	11,499	105	5,094	54	3,763	63	1,501	54	14,418	81	59,554	157	4,653	142	1,449
North Bergen, N. J.	60	41.0	221	28,634	177	8,287	225	182	153	2,058	226	364	147	9,681	39	69,823	51	5,770	55	1,703
Taunton, Mass.	61	40.7	191	34,568	124	9,631	193	1,696	164	1,889	144	1,053	214	5,425	106	54,660	132	4,837	179	1,343
East Cleveland, Ohio	62	40.6	195	33,776	118	9,829	217	486	186	1,545	34	1,773	71	13,815	17	83,149	29	6,299	14	2,048
High Point, N. C.	63	40.5	140	42,109	126	9,570	150	3,620	78	3,187	47	1,651	112	11,164	113	53,217	161	4,628	186	1,314
Kearny, N. J.	64	40.4	228	26,647	101	10,328	218	472	207	891	192	844	209	5,683	48	65,892	47	5,831	72	1,631
University City, Mo.	65	40.2	237	23,204	110	10,082	216	499	206	916	85	1,364	220	4,256	12	88,159	6	8,088	7	2,193
Richmond, Ind.	66	40.1	56	58,528	89	10,693	79	6,099	58	3,712	45	1,671	49	14,889	76	60,391	135	4,793	115	1,506
Champaign, Ill.	67	39.9	41	63,425	158	8,621	33	9,017	75	3,255	20	2,096	30	17,129	27	74,693	25	6,495	28	1,872
Chelsea, Mass.	68	39.6	172	37,474	24	14,891	198	1,454	167	1,807	84	1,375	200	6,251	107	54,331	73	5,488	171	1,372
Great Falls, Mont.	68	39.6	59	57,530	84	10,827	..	*	52	3,807	..	*	77	13,260	78	60,034	150	4,690	109	1,518
Waukegan, Ill.	70	39.5	49	59,882	66	11,841	24	9,373	95	2,865	79	1,413	50	14,810	56	64,267	61	5,637	75	1,627
Tyler, Texas	70	39.5	35	66,076	98	10,448	55	7,530	28	4,887	23	2,085	14	23,208	62	63,003	106	5,122	81	1,595
New Brunswick, N. J.	72	39.4	15	76,143	8	17,681	50	7,752	5	7,790	43	1,712	88	12,665	86	58,391	100	5,167	127	1,482
Kokomo, Ind.	73	39.2	112	45,795	132	9,401	103	5,102	64	3,512	..	*	139	10,110	120	51,587	202	4,263	185	1,316
Yakima, Wash.	73	39.2	14	77,660	52	12,383	11	10,839	43	4,101	19	2,123	11	24,827	55	64,288	85	5,313	69	1,640
Monroe, La.	75	39.1	28	68,856	198	7,635	40	8,365	18	5,767	48	1,650	4	27,497	103	55,170	175	4,522	153	1,411
Orange, N. J.	76	39.0	148	41,233	22	15,413	190	1,843	120	2,403	136	1,091	226	2,310	29	73,515	22	6,564	27	1,885
Joplin, Mo.	76	39.0	57	58,118	99	10,439	27	9,246	121	2,400	50	1,608	27	17,951	108	53,781	215	4,074	169	1,379
Norristown, Pa.	78	38.7	94	48,451	74	11,333	73	6,422	57	3,730	107	1,232	186	7,362	97	55,341	99	5,172	148	1,430
Fargo, N. D.	78	38.7	27	69,142	197	7,695	18	10,202	69	3,405	21	2,095	20	19,636	57	64,049	87	5,293	65	1,655
Union, N. J.	80	38.6	223	28,081	149	8,944	219	470	191	1,403	214	672	224	2,465	40	68,631	28	6,355	39	1,778

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* Withheld to avoid disclosure.

When Planning Your Advertising . . .

Take Advantage of the Big Margins Offered by

THE SALEM CITY ZONE MARKET

Population	Families	Ret. Sales	Food	Genl. Mdse.	Furn-Hshld
147.7	39.35	$153,905	46,210	10,636	6,254

(IN THOUSANDS)

Autom've	Drug	Total Income	Per Cap. Inc.	Per Fam. Inc.
22,288	4,635	222,772	1,508	5,625

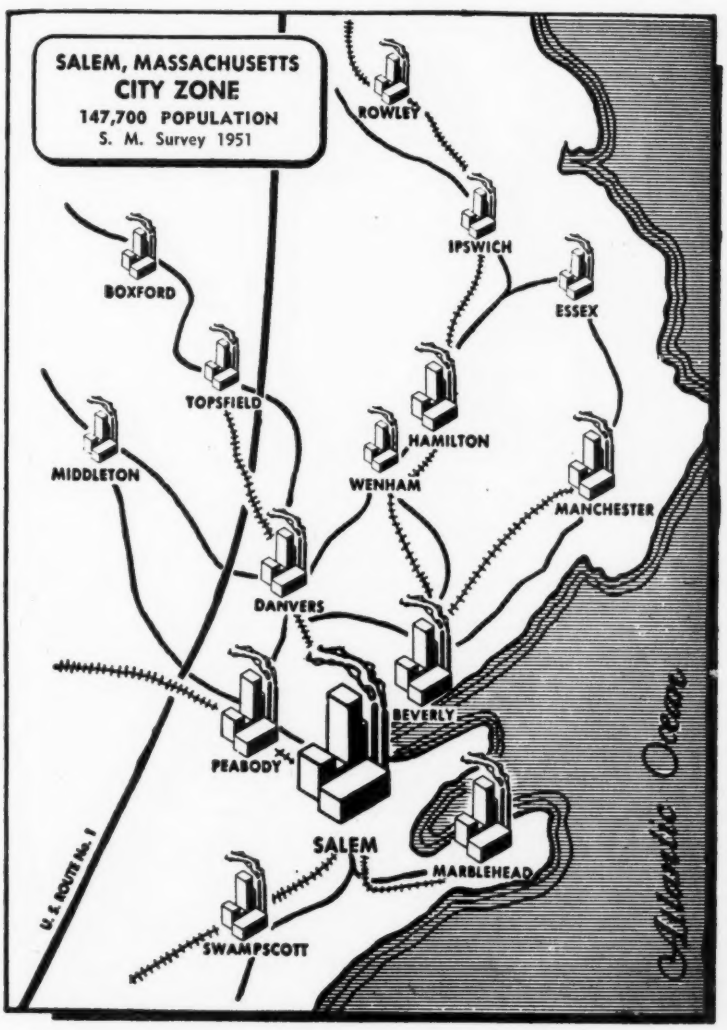
These big margins emphasize the real proportions of the Salem market . . . a solid city zone of 147,700 people living in Salem and the prosperous communities hugging its boundaries.

Massachusetts' BUSIEST LARGE CITY

Shopping in Salem stores by city zone families boosts the city's sales to record tempo—71% above average for a city its size! No other Massachusetts city in its population group or larger can keep up with this pace. Food sales are even higher . . . 84% above.

Plus spending to meet the living needs of more than 147,000 people piles up a total retail sales volume of $153,905,000 throughout the entire city zone.

Surest way to keep your product in step with Salem's tempo and the opportunities offered by its big, responsive city zone is a schedule in the Evening News . . . only newspaper intimately and thoroughly covering this market.



SALEM EVENING NEWS

SALEM, MASS.

Represented by
The Julius Mathews Special Agency, Inc.

TOO BUSY

Up here in the Little Falls market, consumers and retailers aren't concerned about such things as market "superiority". They're too busy buying and selling . . . plenty. Food, for example . . .

Grocery store sales are 73% above average for a city this size. Total retail sales 36% above. Prosperous wage-earners in Little Falls and nearby towns . . . as well as farm families in the area . . . use the bulk of their income for purchases of staples and comfortable home accessories.

The Little Falls Times . . . with circulation almost two and a half times the number of city families . . . does a superior coverage and selling job . . . assuring a generous response to your brand advertising at low cost.

Little Falls Times LITTLE FALLS, N. Y.

Represented by
The Julius Mathews Special Agency, Inc.

GROUP 6:—CITIES WITH POPULATION BETWEEN 25,000 and 50,000—(Continued)

CITIES	POPULATION SM EST. 1/1/51		RETAIL SALES — 1950 SM ESTIMATES												EFFECTIVE BUYING INCOME—1950 SM ESTIMATES					
			TOTAL SALES		Food		General Mdse.		Furn.-House. Radio		Drug		Automotive		Net Dollars		Per Family		Per Capita	
	Group Rank	in Thousands	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	in Thousands	Group Rank	in Dollars	Group Rank	in Dollars
West New York, N. J.	81	38.4	121	44,753	26	14,426	184	2,184	25	4,933	160	998	201	6,049	70	61,747	84	5,323	77	1,608
Danville, Ill.	81	38.4	47	60,592	100	10,359	13	10,693	34	4,464	17	2,186	76	13,444	74	60,979	156	4,655	89	1,588
Cumberland, Md.	83	38.2	58	57,543	33	13,791	59	7,375	42	4,101	56	1,579	119	10,908	88	57,797	86	5,302	113	1,513
Watertown, Mass.	84	37.9	183	36,023	14	16,287	208	751	215	475	201	780	165	8,535	43	67,462	14	6,884	38	1,780
Moline, Ill.	85	37.8	76	53,175	72	11,444	35	8,972	91	3,013	33	1,773	58	14,258	49	65,848	57	5,677	43	1,742
Muskogee, Okla.	86	37.7	160	39,656	182	8,113	97	5,268	..	*	60	1,561	132	10,428	147	48,218	227	3,827	195	1,279
Wyandotte, Mich.	87	37.6	105	47,295	107	10,162	37	8,572	137	2,237	51	1,605	52	14,422	94	57,002	52	5,758	109	1,516
Biloxi, Miss.	88	37.5	247	20,135	245	5,252	196	1,588	202	1,056	212	696	..	*	235	30,225	243	3,116	247	806
Pine Bluff, Ark.	88	37.5	131	43,074	164	8,539	164	3,102	..	*	..	*	..	*	191	41,100	240	3,369	230	1,096
Independence, Mo.	90	37.4	224	27,107	234	5,993	171	2,770	193	1,341	110	1,212	117	10,971	115	52,622	199	4,278	155	1,407
Auburn, N. Y.	90	37.4	101	47,786	76	11,268	151	3,615	38	4,280	148	1,027	162	8,671	116	52,584	148	4,695	156	1,408
Portsmouth, Ohio	90	37.4	84	51,112	105	10,235	58	7,383	59	3,581	98	1,283	103	11,996	119	52,061	127	4,911	163	1,392
Revere, Mass.	93	37.3	240	22,058	196	7,710	221	462	218	415	173	934	208	5,729	134	49,273	122	4,977	183	1,321
Spartanburg, S. C.	94	37.2	20	74,144	131	9,440	19	10,168	15	6,054	32	1,856	10	25,040	131	49,774	143	4,740	181	1,338
Fort Lauderdale, Fla.	95	37.0	19	74,254	42	13,166	66	6,851	16	5,915	11	2,489	17	20,471	96	55,685	153	4,679	117	1,505
Hagerstown, Md.	96	36.8	80	51,971	53	12,368	82	5,989	53	3,784	73	1,443	131	10,431	110	53,581	138	4,784	137	1,456
Brownsville, Texas	97	36.7	196	33,584	206	7,378	87	5,578	170	1,763	141	1,064	185	7,365	237	30,094	245	3,040	246	820
East Providence, R. I.	98	36.6	231	25,585	59	12,317	223	294	211	740	188	864	204	5,958	84	58,853	58	5,659	77	1,608
Bristol, Conn.	99	36.5	199	33,415	92	10,604	189	1,845	157	2,031	210	718	182	7,662	98	55,334	64	5,589	109	1,516
Eau Claire, Wis.	100	36.4	108	46,801	127	9,548	65	6,857	130	2,319	95	1,310	108	11,450	126	50,851	167	4,581	160	1,397
Port Huron, Mich.	100	36.4	53	58,809	28	14,334	77	6,152	83	3,123	68	1,473	81	13,053	66	62,098	60	5,645	53	1,706
Enid, Okla.	100	36.4	73	53,617	184	8,020	49	7,757	..	*	38	1,739	55	14,402	105	54,673	188	4,374	119	1,502
Eugene, Ore.	100	36.4	9	83,742	64	11,976	7	13,684	12	6,631	37	1,743	13	23,301	65	61,880	112	5,072	57	1,700
Steubenville, Ohio	104	36.3	63	55,760	34	13,533	120	4,385	65	3,507	94	1,324	67	14,073	66	62,400	27	6,433	47	1,719
Woodbridge, N. J.	105	36.2	245	21,061	210	7,259	214	543	216	466	225	464	225	2,394	138	49,051	89	5,274	177	1,355
Elkhart, Ind.	105	36.2	97	48,009	95	10,581	118	4,514	131	2,316	42	1,722	62	14,193	114	52,707	136	4,792	137	1,456
Lafayette, Ind.	107	36.1	69	54,222	103	10,269	..	*	81	3,151	29	1,956	134	10,315	91	57,543	98	5,184	82	1,594
Hazelton, Pa.	108	36.0	114	45,619	94	10,589	91	5,389	37	4,390	162	985	145	9,867	83	59,184	21	6,576	68	1,644
Pomona, Cal.	108	36.0	74	53,403	85	10,823	147	3,666	35	4,423	96	1,303	82	13,018	50	65,664	48	5,811	34	1,824
Petersburg, Va.	110	35.8	150	41,144	143	9,097	117	4,533	109	2,579	89	1,340	171	8,266	201	40,132	225	3,859	226	1,121
Superior, Wis.	111	35.5	181	36,209	114	9,929	158	3,523	..	*	..	*	160	8,772	148	48,209	184	4,423	175	1,358
Alexandria, La.	112	35.3	89	49,404	145	9,072	32	9,074	61	3,557	92	1,328	56	14,401	163	45,361	193	4,320	193	1,285
Danville, Va.	112	35.3	77	52,731	148	9,003	22	10,010	112	2,542	67	1,475	99	12,083	175	43,596	177	4,494	208	1,235
Nashua, N. H.	114	35.2	165	39,031	63	12,008	170	2,779	92	2,953	180	903	212	5,480	177	43,366	176	4,517	209	1,232
Norwood, Ohio	114	35.2	167	38,017	108	10,149	206	895	160	1,969	111	1,202	122	10,773	53	65,261	32	6,157	32	1,854
Bakersfield, Cal.	114	35.2	1	125,771	7	17,773	1	19,281	2	9,760	10	2,501	1	33,360	30	73,462	17	6,740	12	2,087
Fayetteville, N. C.	117	35.1	68	54,260	178	8,253	31	9,107	90	3,014	72	1,453	..	*	209	38,891	210	4,094	228	1,108
Lawton, Okla.	118	34.9	174	37,457	219	6,798	159	3,522	..	*	163	985	..	*	182	42,683	226	3,845	211	1,223
Easton, Pa.	118	34.9	43	62,821	17	16,182	57	7,402	21	5,425	90	1,338	148	9,669	93	57,166	94	5,245	70	1,638
Newark, Ohio	120	34.8	126	43,561	90	10,612	153	3,600	142	2,190	190	852	128	10,595	123	51,017	152	4,680	132	1,466
Watertown, N. Y.	120	34.8	54	58,734	54	12,353	47	7,987	62	3,546	97	1,294	75	13,456	99	55,332	111	5,076	88	1,590
Bellingham, Wash.	122	34.7	113	45,658	152	8,855	135	4,074	94	2,880	150	1,025	144	9,954	158	45,700	213	4,080	184	1,317
Boise, Ida.	122	34.7	21	74,043	86	10,785	5	13,871	26	4,916	30	1,895	26	18,484	79	59,892	119	4,991	45	1,726
Owensboro, Ky.	124	34.6	147	41,260	205	7,390	..	*	..	*	164	982	93	12,317	183	42,281	219	3,951	213	1,222
Manchester, Conn.	125	34.5	182	36,121	135	9,310	169	2,860	151	2,070	158	1,000	192	6,934	144	48,783	121	4,978	152	1,414
Everett, Wash.	125	34.5	50	59,422	43	12,985	39	8,469	93	2,920	109	1,213	39	16,186	89	57,753	103	5,157	61	1,674
Marion, Ohio	127	34.4	137	42,717	130	9,479	..	*	123	2,393	124	1,133	124	10,753	165	44,926	193	4,320	187	1,306
Appleton, Wis.	127	34.4	87	49,806	96	10,529	48	7,858	49	3,867	159	998	153	9,215	102	55,178	78	5,410	79	1,604
Bloomington, Ill.	127	34.4	52	58,968	80	11,025	56	7,478	60	3,566	59	1,563	51	14,620	52	65,394	35	5,999	26	1,901
Middletown, Ohio	130	34.2	111	46,280	67	11,755	155	3,579	68	3,416	137	1,081	115	11,091	92	57,490	40	5,927	58	1,681
Lafayette, La.	131	34.1	219	29,317	247	4,144	131	4,201	129	2,330	219	631	..	*	214	36,794	223	3,914	232	1,079
Ottumwa, Iowa	132	34.0	161	39,598	168	8,442	149	3,621	127	2,354	103	1,256	91	12,577	159	45,662	197	4,308	179	1,343
Hutchinson, Kans.	132	34.0	83	51,430	128	9,548	44	8,072	79	3,177	87	1,350	35	16,615	128	50,694	172	4,526	123	1,431
Mishawaka, Ind.	134	33.5	212	30,544	147	9,018	207	863	192	1,399	206	731	175	8,061	162	45,426	151	4,683	176	1,266
Butte, Mont.	134	33.5	91	49,147	60	12,148	..	*	88	3,041	166	976	80	13,116	111	53,366	188	4,374	83	1,593

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* Withheld to avoid disclosure.

Moderate Advertising Investment Goes Far

IN THE NORTHAMPTON MARKET

● ● ● Northampton is the key to Hampshire County's $67,486,000 retail sales.

● ● ● This city is the lively and attractive shopping center for an unusually diversified but well balanced economy . . . big-name plants in varied industries with more than 9,800 wage-earners, modern farms, famous colleges, prosperous small towns.

● ● ● The Hampshire Gazette parallels this ideal living and shopping patter with 70% coverage of the entire ABC trading area—enables you to sell the year-round . . . or test . . . with excellent results at low cost.

DAILY HAMPSHIRE GAZETTE NORTHAMPTON, MASS.

Represented by The Julius Mathews Special Agency, Inc.

GROUP 6:—CITIES WITH POPULATION BETWEEN 25,000 and 50,000—(Continued)

CITIES	POPULATION SM EST. 1/1/51		RETAIL SALES — 1950 SM ESTIMATES												EFFECTIVE BUYING INCOME—1950 SM ESTIMATES					
			TOTAL SALES		Food		General Mdse.		Furn.-House. Radio		Drug		Automotive		Net Dollars		Per Family		Per Capita	
	Group Rank	in Thousands	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	in Thousands	Group Rank	in Dollars	Group Rank	in Dollars
Reno, Nev.	134	33.5	18	75,000	87	10,753	..	*	29	4,807	2	4,450	..	*	42	67,737	38	5,942	17	2,022
Burlington, Vt.	137	33.4	90	49,325	104	10,247	67	6,842	41	4,114	154	1,010	101	12,072	137	49,065	101	5,165	131	1,469
Teaneck, N. J.	138	33.3	242	21,375	62	12,022	..	*	194	1,279	227	347	..	*	36	71,528	8	7,775	9	2,148
Belleville, Ill.	139	33.1	130	43,131	111	10,074	162	3,367	102	2,753	170	959	109	11,426	151	47,499	173	4,524	145	1,435
Paducah, Ky.	140	33.0	123	44,056	200	7,565	..	*	..	*	..	*	72	13,784	199	40,359	214	4,077	211	1,223
Amsterdam, N. Y.	141	32.9	125	43,689	81	10,936	137	3,938	125	2,380	185	872	169	8,360	193	40,796	204	4,250	205	1,240
Newport, R. I.	142	32.8	217	29,747	129	9,519	188	1,889	190	1,418	179	906	213	5,464	87	58,056	45	5,864	40	1,770
Belleville, N. J.	143	32.6	248	20,034	204	7,430	222	426	210	777	223	532	203	6,004	125	50,986	68	5,542	97	1,564
Alton, Ill.	143	32.6	88	49,436	83	10,852	102	5,116	30	4,676	118	1,170	74	13,601	172	44,043	181	4,449	178	1,351
Cheyenne, Wyo.	145	32.5	119	44,851	167	8,463	144	3,725	134	2,256	..	*	60	14,233	63	62,693	76	5,452	24	1,929
Newburgh, N. Y.	146	32.4	48	60,078	21	15,430	74	6,218	45	4,042	125	1,131	59	14,243	166	44,680	198	4,296	169	1,379
Columbia, Mo.	147	32.2	169	37,765	224	6,542	174	2,648	183	1,571	75	1,438	164	8,570	146	48,332	117	5,035	120	1,501
Clarksburg, W. Va.	147	32.2	78	52,598	144	9,082	61	7,166	46	4,032	140	1,065	84	12,794	150	47,720	125	4,920	127	1,482
Billings, Mont.	147	32.2	45	61,026	119	9,799	109	4,876	..	*	49	1,634	29	17,239	101	55,223	75	5,468	49	1,715
Bangor, Maine	150	31.9	75	53,388	116	9,895	30	9,118	66	3,473	172	951	36	16,350	140	48,935	104	5,151	105	1,534
Galesburg, Ill.	151	31.8	99	47,948	150	8,924	54	7,540	114	2,491	81	1,405	121	10,776	153	47,287	134	4,825	126	1,487
Ashland, Ky.	152	31.7	185	35,595	179	8,233	93	5,354	116	2,466	149	1,025	137	10,195	216	36,709	195	4,319	223	1,158
Wilkinsburg, Pa.	152	31.7	192	34,429	156	8,691	202	1,391	173	1,694	117	1,185	45	15,386	34	72,308	12	7,231	6	2,281
Anniston, Ala.	154	31.6	170	37,576	185	7,969	156	3,570	145	2,157	169	959	64	14,118	228	33,085	233	3,636	235	1,047
Lakeland, Fla.	155	31.6	106	46,888	121	9,728	128	4,234	84	3,104	62	1,516	61	14,229	156	46,452	143	4,740	130	1,470
Newport, Ky.	156	31.5	189	35,039	97	10,509	200	1,428	169	1,782	135	1,099	..	*	212	38,777	222	3,917	210	1,231
Albany, Ga.	157	31.4	156	39,992	215	7,112	157	3,530	119	2,412	143	1,061	95	12,241	195	40,694	179	4,472	192	1,296
Burlington, Iowa	158	30.9	145	41,565	141	9,171	115	4,542	..	*	..	*	..	*	170	44,280	183	4,428	146	1,433
New London, Conn.	158	30.9	85	50,522	57	12,333	114	4,574	85	3,091	106	1,232	86	2,772	141	48,915	93	5,260	91	1,583
Linden, N. J.	160	30.8	214	30,470	142	9,165	211	653	178	1,650	208	722	178	7,779	154	47,216	52	5,758	106	1,533
Wausau, Wis.	160	30.8	104	47,405	160	8,609	81	6,087	73	3,290	187	866	47	15,251	202	40,132	185	4,410	188	1,303
Oak Ridge, Tenn.	162	30.7	236	23,810	157	8,681	176	2,540	212	710	113	1,201	221	4,133	143	48,865	137	4,791	85	1,592
Elyria, Ohio	162	30.7	124	43,882	109	10,086	100	5,151	72	3,303	145	1,036	123	10,771	145	48,445	92	5,266	92	1,578
Clinton, Iowa	164	30.6	162	39,550	161	8,581	125	4,291	138	2,209	197	802	116	11,033	121	51,286	65	5,575	60	1,676
Marion, Ind.	164	30.6	154	40,054	191	7,900	83	5,974	100	2,775	102	1,258	149	9,431	167	44,554	180	4,455	137	1,456
Jackson, Tenn.	166	30.5	155	40,005	216	7,097	122	4,322	..	*	..	*	89	12,593	226	33,245	239	3,392	231	1,090
Ferndale, Mich.	167	30.4	138	42,177	115	9,901	138	3,877	176	1,657	194	822	18	20,200	95	56,605	13	6,903	30	1,882
Middletown, Conn.	168	30.2	180	36,210	153	8,850	148	3,649	166	1,817	161	993	193	6,899	152	47,293	56	5,698	96	1,566
Greenville, Miss.	168	30.2	204	31,879	228	6,275	172	2,703	172	1,720	198	796	130	10,507	240	28,116	246	2,929	244	931
Fond du Lac, Wis.	168	30.2	134	42,881	193	7,885	123	4,307	115	2,474	93	1,326	141	10,083	180	43,035	155	4,678	149	1,425
Rochester, Minn.	171	30.1	110	46,325	241	5,653	113	4,580	..	*	..	*	111	11,177	189	41,207	159	4,630	173	1,369
Massilon, Ohio	171	30.1	151	40,740	91	10,607	126	4,264	154	2,058	211	705	158	8,879	164	45,331	83	5,333	115	1,506
Lincoln Park, Mich.	173	30.0	233	24,661	188	7,920	205	928	174	1,677	165	982	180	7,698	157	45,810	44	5,873	107	1,527
Rome, Ga.	173	30.0	132	43,033	190	7,906	92	5,385	..	*	128	1,122	..	*	219	35,160	212	4,088	220	1,172
Daytona Beach, Fla.	173	30.0	86	50,210	69	11,538	80	6,092	50	3,855	14	2,299	126	10,676	142	48,900	163	4,613	73	1,630
Huntington Park, Cal.	173	30.0	29	68,703	106	10,200	38	8,540	13	6,539	13	2,301	8	27,213	72	61,380	46	5,846	15	2,046
Beloit, Wis.	177	29.9	159	39,757	123	9,674	136	4,029	141	2,191	151	1,021	138	10,148	176	43,445	229	3,811	140	1,453
Ithaca, N. Y.	177	29.9	122	44,209	102	10,285	96	5,271	139	2,202	175	922	156	9,027	124	51,009	54	5,731	53	1,706
Parkersburg, W. Va.	177	29.9	141	41,836	159	8,618	84	5,951	..	*	122	1,143	150	9,392	187	41,441	190	4,362	165	1,386
East Hartford, Conn.	180	29.8	227	26,675	248	4,033	..	*	217	429	131	1,109	96	12,190	118	52,508	18	6,732	41	1,762
Hattiesburg, Miss.	180	29.8	175	37,287	230	6,213	99	5,152	..	*	202	761	..	*	241	27,803	247	2,837	243	933
Odessa, Texas	180	29.8	96	48,073	78	11,129	..	*	..	*	83	1,378	..	*	136	49,110	107	5,116	67	1,648
New Albany, Ind.	183	29.7	199	33,183	194	7,848	187	1,895	..	*	..	*	..	*	229	32,997	235	3,548	227	1,111
Fairmont, W. Va.	183	29.7	179	36,223	174	8,301	86	5,727	182	1,589	199	786	170	8,357	192	41,045	147	4,718	167	1,382
Hot Springs, Ark.	183	29.7	116	45,265	187	7,926	127	4,253	..	*	..	*	..	*	220	34,898	243	3,116	218	1,175
Cuyahoga Falls, Ohio	186	29.6	229	26,077	165	8,475	204	1,298	200	1,106	220	630	174	8,091	104	55,056	23	6,554	31	1,860
Sandusky, Ohio	186	29.6	163	39,374	138	9,223	163	3,362	98	2,819	82	1,390	190	7,030	133	49,343	67	5,544	62	1,667
Hackensack, N. J.	186	29.6	8	88,208	3	22,396	20	10,154	6	7,273	77	1,414	31	17,023	112	53,310	31	6,199	36	1,801
Northampton, Mass.	189	29.5	213	30,489	235	5,982	183	2,224	199	1,163	193	840	195	6,814	185	42,008	124	4,942	150	1,424

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Among cities in the 25-50 thousand group TORRINGTON Ranks 206 in Population . . . NOW LOOK AT ITS RANK IN SALES IN THESE CLASSIFICATIONS. . .

In every sales factor Torrington breezes past its population rank by substantial margins. Torrington's food sales, for example, are higher than in sixty-six larger cities in the 25-50,000 group. Torrington beats twenty-four larger cities in general merchandise . . . nineteen in furniture-household . . . seven in automotive . . . and five in total retail.

And in family income . . . that is, the ability of local families to respond to advertising . . . it is better than 101 larger cities!

Compared with all cities in its group, Torrington . . . busy shopping center and "metropolis" of Northwestern Connecticut . . . stands out as one of the very best—with eight out of nine superior points. A preferred advertising investment.

In city and trading area, the Register is a must . . . for news and advertising.

HERE'S YOUR CHALLENGE

How do your sales rank for cities in this group?

	Rank
Population	206
Retail Sls.	201
Food Sales	140
Gen. Mdse.	182
F.-H. Sls.	187
Automotive Sls.	199
Total Income	205
Per Family income	105
Per Capita income	157

TORRINGTON REGISTER

TORRINGTON, CONN.

Represented by The Julius Mathews Special Agency, Inc.

GROUP 6:—CITIES WITH POPULATION BETWEEN 25,000 and 50,000—(Continued)

CITIES	POPULATION SM EST. 1/1/51		RETAIL SALES — 1950 SM ESTIMATES												EFFECTIVE BUYING INCOME—1950 SM ESTIMATES					
			TOTAL SALES		Food		General Mdse.		Furn.-House. Radio		Drug		Automotive		Net Dollars		Per Family		Per Capita	
	Group Rank	in Thousands	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	in Thousands	Group Rank	in Dollars	Group Rank	in Dollars
Beverly Hills, Cal.	189	29.5	4	109,056	75	11,280	186	1,954	1	11,679	4	3,906	7	27,236	5	99,445	1	10809	1	3,371
Granite City, Ill.	191	29.4	232	25,260	212	7,163	197	1,573	196	1,266	218	631	157	8,949	227	33,163	220	3,948	225	1,128
Provo, Utah	191	29.4	187	35,432	233	6,042	130	4,206	136	2,243	184	878	127	10,600	188	41,219	110	5,089	158	1,402
Kingston, N. Y.	191	29.4	98	48,002	44	12,972	107	4,998	71	3,308	182	893	113	11,135	168	44,541	145	4,738	112	1,515
Beverly, Mass.	194	29.3	234	24,214	189	7,916	203	1,351	205	1,009	167	972	205	5,953	149	47,876	55	5,700	71	1,634
Bessemer, Ala.	195	28.9	207	31,495	169	8,433	166	3,052	148	2,110	204	750	155	9,149	236	30,114	236	3,543	237	1,042
Michigan City, Mich.	195	28.9	193	34,155	139	9,188	134	4,098	168	1,806	177	911	191	7,003	181	43,003	95	5,244	125	1,488
St. Cloud, Minn.	197	28.8	136	42,744	223	6,599	25	9,318	..	*	..	*	142	9,977	238	29,635	231	3,799	238	1,029
Bloomington, Ind.	198	28.6	203	31,931	226	6,484	175	2,616	..	*	126	1,127	..	*	223	33,576	191	4,361	219	1,174
Vancouver, Wash.	198	28.6	149	41,150	136	9,271	152	3,601	111	2,558	146	1,029	98	12,096	160	45,560	123	4,952	83	1,593
Shaker Heights, Ohio	200	28.5	235	24,078	183	8,032	..	*	209	848	120	1,156	177	7,898	25	75,981	4	9,266	3	2,666
Athens, Ga.	200	28.5	188	35,215	213	7,128	..	*	..	*	186	869	129	10,558	217	35,768	203	4,258	199	1,255
Concord, N. H.	202	28.4	205	31,785	192	7,894	139	3,825	195	1,278	134	1,099	202	6,024	155	47,030	74	5,469	64	1,656
Barberton, Ohio	202	28.4	215	30,227	172	8,404	181	2,239	189	1,480	176	911	188	7,157	161	45,497	42	5,909	80	1,602
Lebanon, Pa.	202	28.4	127	43,549	175	8,295	104	5,098	55	3,757	139	1,068	104	11,920	206	39,504	141	4,760	164	1,391
Bremerton, Wash.	205	28.3	143	41,769	120	9,753	101	5,118	144	2,175	57	1,574	146	9,867	85	58,836	80	5,398	13	2,079
Torrington, Conn.	206	28.2	201	32,821	140	9,173	182	2,234	187	1,537	217	655	199	6,359	205	39,565	105	5,138	157	1,403
Framingham, Mass.	206	28.2	186	35,588	134	9,322	178	2,500	99	2,812	174	925	207	5,824	239	28,651	228	3,820	239	1,016
Johnson City, Tenn.	206	28.2	164	39,278	238	5,713	89	5,435	161	1,966	..	*	94	12,270	221	33,755	182	4,441	216	1,197
San Leandro, Cal.	209	28.1	190	34,820	29	14,087	191	1,810	197	1,253	99	1,275	161	8,697	210	38,806	146	4,732	168	1,361
Santa Fe, N. M.	209	28.1	202	32,760	246	5,221	..	*	171	1,721	88	1,347	..	*	194	40,745	102	5,158	141	1,450
Rocky Mount, N. C.	209	28.1	146	41,414	217	7,068	90	5,412	101	2,774	153	1,016	120	10,875	244	27,145	234	3,619	242	966
Lackawanna, N. Y.	212	28.0	243	21,312	244	5,425	213	558	201	1,077	221	618	194	6,895	231	32,508	200	4,277	222	1,161
Tallahassee, Fla.	213	27.9	152	40,351	181	8,165	..	*	..	*	91	1,332	..	*	200	40,260	160	4,628	144	1,443
Mason City, Iowa	213	27.9	100	47,873	201	7,456	62	7,133	105	2,721	138	1,080	57	14,355	169	44,389	66	5,549	86	1,591
Maywood, Ill.	215	27.8	244	21,289	225	6,492	224	268	204	1,013	222	542	173	8,210	127	50,846	24	6,519	33	1,829
Vicksburg, Miss.	216	27.7	225	27,040	220	6,681	..	*	159	1,986	213	681	..	*	234	32,049	238	3,409	224	1,157
Manitowoc, Wis.	216	27.7	208	31,385	171	8,416	111	4,781	149	2,088	224	473	196	6,756	179	43,046	97	5,186	99	1,554
Norman, Okla.	218	27.4	246	20,719	242	5,512	194	1,670	..	*	183	887	219	4,431	248	15,782	248	1,948	248	576
Iowa City, Iowa	219	27.3	176	37,227	221	6,661	112	4,686	181	1,615	121	1,147	183	7,645	178	43,243	90	5,274	90	1,584

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GROUP 6:—CITIES WITH POPULATION BETWEEN 25,000 and 50,000—(Continued)

CITIES	POPULATION SM EST. 1/1/51		RETAIL SALES — 1950 SM ESTIMATES												EFFECTIVE BUYING INCOME—1950 SM ESTIMATES					
			TOTAL SALES		Food		General Mdse.		Furn.-House. Radio		Drug		Automotive		Net Dollars		Per Family		Per Capita	
	Group Rank	in Thousands	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	in Thousands	Group Rank	in Dollars	Group Rank	in Dollars
Gainesville, Fla.	220	27.2	158	39,921	163	8,549	185	2,104	132	2,291	116	1,188	105	11,830	213	38,325	168	4,563	154	1,409
Charlottesville, Va.	220	27.2	157	39,947	211	7,224	141	3,785	147	2,114	133	1,099	163	8,642	222	33,619	196	4,310	207	1,236
Grand Forks, N. D.	222	27.0	109	46,424	239	5,672	..	*	..	*	203	751	33	16,857	207	39,393	130	4,863	135	1,459
Panama City, Fla.	223	26.9	216	29,953	218	6,885	173	2,648	..	*	..	*	..	*	224	33,302	206	4,215	206	1,238
Sharon, Pa.	224	26.6	107	46,840	113	9,959	70	6,552	74	3,262	108	1,222	102	12,000	171	44,183	43	5,891	63	1,681
Aliquippa, Pa.	225	26.5	220	28,836	186	7,936	116	4,539	203	1,017	209	720	218	4,515	230	32,940	113	5,068	204	1,243
Alliance, Ohio	225	26.5	194	34,150	202	7,448	121	4,330	86	3,082	205	748	176	7,929	225	33,258	201	4,264	199	1,255
Salina, Kans.	225	26.5	92	48,845	208	7,293	69	6,623	..	*	..	*	46	15,252	204	39,591	128	4,888	122	1,494
Pocatello, Ida.	228	26.3	173	37,462	209	7,288	129	4,216	..	*	155	1,005	166	8,447	198	40,397	116	5,050	104	1,538
Kankakee, Ill.	228	26.3	65	54,530	146	9,067	42	8,184	107	2,712	104	1,241	19	20,011	196	40,449	118	4,994	102	1,538
Washington, Pa.	230	26.2	115	45,398	77	11,223	75	6,207	106	2,716	74	1,441	167	8,422	197	40,400	50	5,771	101	1,542
Roswell, N. M.	231	26.0	171	37,545	227	6,405	..	*	188	1,504	..	*	..	*	208	38,896	115	5,051	121	1,498
Redwood City, Cal.	232	25.9	209	31,246	162	8,571	180	2,250	162	1,951	216	663	197	6,426	203	39,808	96	5,238	103	1,537
Palo Alto, Cal.	233	25.8	120	44,818	195	7,792	132	4,134	103	2,749	101	1,267	87	12,691	132	49,562	34	6,119	25	1,921
Rapid City, S. D.	234	25.8	139	42,156	243	5,496	95	5,316	150	2,073	152	1,020	48	15,081	184	42,028	81	5,388	74	1,629
Morgantown, W. Va.	235	25.7	211	30,598	229	6,256	124	4,306	..	*	..	*	168	8,390	215	36,777	170	4,540	147	1,431
New Kensington, Pa.	236	25.6	129	43,242	117	9,869	145	3,713	122	2,395	132	1,099	85	12,781	173	43,699	37	5,986	52	1,707
Lockport, N. Y.	237	25.5	168	37,960	137	9,249	142	3,747	158	2,006	168	965	125	10,692	243	27,438	232	3,658	233	1,078
Gloucester, Mass.	238	25.4	218	29,525	154	8,763	177	2,531	155	2,052	142	1,063	223	2,814	218	35,560	153	4,679	159	1,400
Winona, Minn.	238	25.4	210	30,635	222	6,632	154	3,586	198	1,165	..	*	187	7,250	232	32,233	209	4,132	196	1,269
Jefferson City, Mo.	238	25.4	200	32,879	236	5,844	..	*	180	1,641	..	*	118	10,966	174	43,663	33	6,150	47	1,719
Temple, Texas	238	25.4	184	35,890	203	7,433	168	2,982	124	2,392	112	1,201	106	11,740	233	32,055	217	4,058	197	1,262
La Grange, Ga.	242	25.3	238	22,614	232	6,110	195	1,667	140	2,193	207	724	206	5,866	245	26,413	216	4,064	236	1,044
Laurel, Miss.	242	25.3	206	31,648	237	5,747	133	4,109	128	2,332	215	664	..	*	247	21,201	242	3,164	245	838
Fort Dodge, Iowa	242	25.3	118	44,869	214	7,122	45	8,041	165	1,848	196	809	135	10,309	190	41,138	89	5,274	78	1,626
Las Vegas, Nev.	242	25.3	117	45,262	180	8,218	119	4,436	113	2,532	127	1,124	53	14,420	135	49,209	39	5,929	21	1,945
North Tonawanda, N. Y.	246	25.1	239	22,571	240	5,666	210	724	214	617	228	317	216	4,723	246	25,125	221	3,926	240	1,001
Texarkana, Texas	246	25.1	197	33,553	207	7,375	..	*	175	1,661	119	1,160	154	9,179	242	27,786	237	3,430	229	1,107
Janesville, Wis.	246	25.1	177	36,567	170	8,419	146	3,707	163	1,926	195	817	189	7,117	211	38,805	108	5,106	100	1,646
GROUP TOTALS	....	8,752.2	....	11,758,072	....	2,546,297	....	1,189,114	....	658,527	....	306,129	....	2,733,871	....	13,365,468	....	5,110	....	1,527

GROUP 7:—CITIES WITH POPULATION UNDER 25,000

Rock Hill, S. C.	1	24.9	98	29,908	82	6,630	80	3,608	41	2,423	171	667	175	7,080	161	24,078	294	3,648	329	967
Shawnee, Okla.	2	24.8	119	29,199	196	5,259	61	3,853	160	1,615	32	1,059	..	*	57	31,719	258	3,965	229	1,279
Burlington, N. C.	2	24.8	20	40,046	73	6,796	34	4,619	9	3,769	57	923	40	11,073	18	37,671	60	5,460	114	1,519
Longview, Texas	2	24.8	13	43,496	70	6,848	32	4,700	14	3,152	67	901	4	16,312	17	38,043	136	4,816	102	1,534
Chicago Heights, Ill.	5	24.7	104	29,595	20	8,684	67	3,764	203	1,382	312	259	227	6,010	48	33,345	121	4,904	199	1,350
Walla Walla, Wash.	6	24.6	16	42,812	57	7,201	..	*	43	2,394	23	1,149	..	*	14	38,819	93	5,108	77	1,678
Leominster, Mass.	7	24.5	275	22,534	83	6,625	281	1,245	141	1,691	215	589	296	4,527	98	29,057	226	4,211	271	1,186
Lancaster, Ohio	7	24.5	103	29,604	92	6,553	123	2,992	114	1,839	54	937	152	7,496	50	32,683	195	4,417	202	1,334
East Liverpool, Ohio	7	24.5	51	34,665	29	8,422	27	4,926	42	2,420	103	794	74	9,396	25	35,991	108	4,999	138	1,469
Whittier, Cal.	10	24.4	55	34,433	63	7,018	137	2,875	26	2,677	44	992	19	13,026	9	42,041	83	5,190	40	1,723
Port Chester, N. Y.	10	24.4	64	33,497	8	9,773	282	1,553	12	3,506	96	814	314	3,039	8	42,212	18	6,700	39	1,730
Findlay, Ohio	12	24.2	62	33,592	64	6,990	224	1,998	70	2,161	98	812	59	9,823	141	25,531	325	3,273	313	1,065
Casper, Wyo.	12	24.2	15	42,927	109	6,204	..	*	27	2,668	..	*	..	*	5	43,971	50	5,637	28	1,817
Florence, Ala.	14	24.1	157	26,807	251	4,789	164	2,618	..	*	138	721	..	*	111	28,052	250	4,066	276	1,184
Gloversville, N. Y.	15	24.0	72	32,747	34	8,179	103	3,224	37	2,472	163	679	164	7,246	101	28,608	304	3,532	267	1,192
Pottsville, Pa.	16	23.9	28	38,647	141	6,881	7	6,559	3	4,575	94	822	106	8,475	35	34,631	77	5,247	150	1,449
Norwich, Conn.†	17	23.8	37	36,659	24	8,549	259	1,585	15	3,145	97	813	246	5,672	79	30,202	200	4,377	235	1,289
Butler, Pa.	17	23.8	5	49,373	7	9,894	5	7,391	28	2,655	31	1,089	28	12,012	20	37,485	57	5,513	79	1,575
Lawrence, Kans.	19	23.7	227	24,133	229	4,985	209	2,217	..	*	86	843	156	7,377	37	34,294	247	4,083	153	1,447
Vallejo, Cal.	19	23.7	4	50,159	3	10,867	47	4,257	8	3,957	60	913	5	15,817	24	36,380	164	4,664	98	1,835
Harlingen, Texas	21	23.6	30	38,424	167	5,533	11	5,975	106	1,884	116	762	21	12,867	71	31,058	215	4,314	210	1,316
Arcadia, Cal.	22	23.5	324	20,940	81	6,671	316	280	306	712	200	617	320	966	3	48,598	30	6,152	10	2,068
Englewood, N. J.	22	23.5	47	35,003	17	8,893	298	964	51	2,337	168	672	20	13,014	4	45,426	17	6,780	16	1,933
Ashtabula, Ohio	22	23.5	67	33,304	35	8,057	49	4,103	144	1,678	127	746	173	7,093	52	32,571	155	4,720	180	1,388
Ames, Iowa	25	23.4	257	23,385	186	5,349	146	2,752	309	593	156	686	196	6,760	67	31,169	220	4,270	203	1,332
Wilson, N. C.	25	23.4	120	29,125	211	5,146	134	2,891	45	2,361	128	741	142	7,639	103	28,478	229	4,188	253	1,217
Long Branch, N. J.	25	23.4	84	31,556	5	10,436	240	1,767	226	1,295	100	809	245	5,691	10	40,201	43	5,743	41	1,718
Eureka, Cal.	25	23.4	10	44,681	21	8,670	23	5,112	18	3,090	155	688	9	14,324	31	35,123	232	4,181	122	1,501
Ontario, Cal.	29	23.3	169	26,150	80	6,694	273	1,389	99	1,932	164	678	107	8,467	105	28,333	262	3,935	255	1,216
Austin, Minn.	29	23.3	100	29,866	135	5,936	230	1,924	117	1,820	167	675	145	7,601	87	29,638	189	4,491	234	1,272
Baytown, Texas	29	23.3	117	29,284	40	7,874	227	1,962	31	2,571	81	845	73	9,436	13	39,004	55	5,572	80	1,674
El Dorado, Ark.	29	23.3	70	33,209	160	5,605	221	2,008	..	*	14	1,280	23	12,375	93	29,288	276	3,804	237	1,257
Gastonia, N. C.	29	23.3	9	47,612	16	8,898	15	5,653	7	4,038	18	1,214	10	14,000	99	28,985	148	4,752	242	1,244
Olean, N. Y.	34	23.2	31	38,270	18	8,793	37	4,541	186	1,466	69	895	109	8,462	49	33,014	119	4,927	165	1,423
Grand Island, Neb.	35	23.1	50	34,773	87	6,580	..	*	..	*	104	793	76	9,330	22	37,168	98	5,092	69	1,609
Oswego, N. Y.	36	23.0	199	24,948	45	7,485	301	921	105	1,888	219	585	275	4,969	104	28,359	244	4,110	245	1,233
Middletown, N. Y.	36	23.0	38	36,619	11	9,059	116	3,104	74	2,127	36	1,026	165	7,234	27	35,374	165	4,654	94	1,638
Natchez, Miss.	38	22.9	237	23,867	174	5,464	..	*	145	1,677	59	915	205	6,547	272	17,450	353	2,327	350	762
Pottstown, Pa.	38	22.9	42	36,191	43	7,729	159	2,640	21	2,940	35	1,032	52	10,255	60	31,671	139	4,799	183	1,383
Selma, Ala.	40	22.8	158	26,790	157	5,694	125	2,989	215	1,333	62	911	181	7,034	289	16,598	352	2,338	352	728
Danbury, Conn.	40	22.8	23	39,504	2	10,949	84	3,475	23	2,771	70	893	88	8,858	38	34,291	73	5,276	120	1,504

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† "By consolidation on July 18, 1951, Norwich now has a population of 37,633."

* Withheld to avoid disclosure.

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IN OUR OWN MARKET

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THE NORTH ADAMS TRANSCRIPT

NORTH ADAMS, MASS.

Represented by The Julius Mathews Special Agency, Inc.

GROUP 7:—CITIES WITH POPULATION UNDER 25,000—(Continued)

CITIES	POPULATION SM EST. 1/1/51		RETAIL SALES — 1950 SM ESTIMATES												EFFECTIVE BUYING INCOME—1950 SM ESTIMATES					
			TOTAL SALES		Food		General Mdse.		Furn.-House. Radio		Drug		Automotive		Net Dollars		Per Family		Per Capita	
	Group Rank	in Thousands	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	in Thousands	Group Rank	in Dollars	Group Rank	in Dollars
Florence, S. C.	40	22.8	60	33,805	124	6,049	29	4,850	40	2,441	186	638	89	8,854	240	19,152	344	2,859	346	840
Freeport, Ill.	43	22.7	29	38,508	33	8,184	58	3,874	81	2,033	117	762	53	10,232	29	35,230	95	5,106	88	1,552
Missoula, Mont.	43	22.7	57	34,128	102	6,291	..	*	..	*	17	1,225	..	*	26	35,934	102	5,061	73	1,583
Gulfport, Miss.	45	22.6	149	27,612	147	5,797	181	2,456	52	2,326	148	702	135	7,842	157	24,657	289	3,680	300	1,091
Marshall, Texas	46	22.5	147	27,865	108	6,212	117	3,096	..	*	..	*	..	*	130	26,235	268	3,858	275	1,166
Richland, Wash.	47	22.4	171	26,010	129	5,990	266	1,520	308	610	7	1,410	319	1,725	36	34,384	156	4,710	98	1,535
Santa Cruz, Cal.	48	22.3	45	35,435	14	8,967	90	3,352	63	2,219	68	899	163	7,252	55	32,357	281	3,762	147	1,451
Minot, N. D.	48	22.3	26	38,920	189	5,316	24	4,979	..	*	16	1,230	38	11,159	65	31,220	154	4,730	176	1,400
Midland, Texas	50	22.2	95	30,281	139	5,889	297	979	98	1,947	12	1,318	87	8,935	42	33,766	146	4,756	113	1,521
Pekin, Ill.	51	22.1	246	23,634	111	6,170	268	1,515	249	1,192	..	*	177	7,068	53	32,487	142	4,778	137	1,470
Paris, Texas	52	22.0	106	29,539	163	5,553	21	5,131	137	1,709	34	1,050	64	9,603	154	24,794	282	3,757	296	1,127
East Point, Ga.	53	21.9	247	23,604	198	5,255	315	300	167	1,565	221	574	7	15,076	47	33,419	48	5,664	110	1,526
Dothan, Ala.	53	21.9	126	28,896	255	4,749	237	1,836	154	1,638	190	632	..	*	175	23,477	290	3,668	306	1,072
Oxnard, Cal.	53	21.9	188	25,286	116	6,122	275	1,357	224	1,299	273	462	265	5,306	129	26,236	236	4,164	264	1,198
Decatur, Ga.	53	21.9	274	22,696	88	6,586	293	1,004	247	1,193	29	1,100	33	11,392	33	35,040	42	5,744	70	1,600
North Adams, Mass.	53	21.9	161	26,640	114	6,136	192	2,368	163	1,595	224	567	199	6,700	120	26,718	234	4,175	252	1,220
Cape Girardeau, Mo.	53	21.9	112	29,408	145	5,814	65	3,787	110	1,849	33	1,056	128	7,986	46	33,463	63	5,397	107	1,528
Monroe, Mich.	59	21.8	44	35,558	10	9,200	53	4,015	104	1,890	5	1,556	159	7,344	30	35,185	41	5,768	67	1,614
Rahway, N. J.	60	21.7	207	24,654	56	7,207	288	1,094	11	3,685	250	508	293	4,554	41	33,852	64	5,373	85	1,560
Denton, Texas	60	21.7	196	25,066	233	4,950	219	2,062	248	1,193	45	990	91	8,740	199	22,156	333	3,121	318	1,021
Goldsboro, N. C.	60	21.7	71	32,754	299	4,131	25	4,975	44	2,376	153	692	81	9,079	152	24,825	240	4,138	288	1,144
Westfield, N. J.	63	21.6	209	24,506	65	6,975	295	1,002	153	1,639	37	1,023	187	6,887	1	53,546	3	9,394	3	2,478
Bluefield, W. Va.	64	21.5	140	28,236	290	4,251	43	4,370	82	2,031	..	*	..	*	70	31,068	85	5,178	154	1,445
Waukesha, Wis.	64	21.5	125	28,901	59	7,134	217	2,091	243	1,220	135	725	112	8,319	32	35,110	54	5,573	60	1,633
Aberdeen, S. D.	64	21.5	25	39,234	146	5,802	6	7,129	78	2,099	130	740	65	9,522	51	32,659	97	5,103	114	1,519
Elmhurst, Ill.	67	21.4	332	20,667	156	5,711	255	1,618	290	900	208	606	192	6,810	23	36,744	23	6,335	43	1,717
Kingston, Pa.	67	21.4	123	29,040	115	6,128	..	*	312	478	309	313	2	18,082	19	37,664	25	6,277	34	1,760
Orange, Texas	67	21.4	168	26,186	51	7,368	264	1,548	36	2,481	108	790	..	*	230	19,581	334	3,108	340	916
Westfield, Mass.	70	21.3	264	23,140	256	4,698	306	806	275	1,011	253	506	267	5,190	121	26,646	223	4,230	238	1,251
Wellesley, Mass.	71	21.2	165	26,430	164	5,545	304	851	313	451	88	836	203	6,607	2	52,767	4	9,257	1	2,489
Logansport, Ind.	71	21.2	74	32,385	200	5,246	44	4,355	155	1,638	40	1,009	153	7,482	73	30,613	204	4,373	155	1,444
Augusta, Maine	73	21.1	245	23,671	137	5,926	244	1,732	304	748	234	537	214	6,330	128	26,312	216	4,313	240	1,247
Biddeford, Maine	74	21.0	268	22,932	105	6,254	257	1,604	168	1,560	291	411	279	4,925	159	24,318	208	4,343	260	1,158
Marietta, Ga.	75	20.9	220	24,249	219	5,068	168	2,575	259	1,158	66	902	118	8,217	146	25,289	238	4,146	258	1,210
Harvey, Ill.	76	20.8	288	22,093	72	6,821	261	1,570	287	912	82	845	277	4,932	44	33,634	45	5,701	66	1,617
River Rouge, Mich.	76	20.8	330	20,731	159	5,622	..	*	..	*	92	824	63	9,657	86	29,702	69	5,304	163	1,428
Hannibal, Mo.	76	20.8	203	24,845	133	5,940	225	1,989	148	1,659	..	*	208	6,463	145	25,438	287	3,687	250	1,223
Longview, Wash.	76	20.8	97	30,004	215	5,105	26	4,963	257	1,163	91	826	58	9,887	28	35,298	38	5,883	48	1,597
Monrovia, Cal.	80	20.7	251	23,533	74	6,775	247	1,705	146	1,676	303	368	179	7,057	16	38,171	52	5,613	24	1,844
Uniontown, Pa.	80	20.7	2	58,702	4	10,449	4	7,628	1	5,733	13	1,291	11	13,969	95	29,187	140	4,785	170	1,410
Jacksonville, Ill.	82	20.6	116	29,313	274	4,442	57	3,883	..	*	..	*	69	9,480	110	28,057	159	4,676	193	1,362
Sedalia, Mo.	82	20.6	99	29,901	212	5,134	..	*	..	*	..	*	..	*	208	21,692	339	3,013	314	1,053
Kenmore, N. Y.	82	20.6	252	23,483	19	8,736	311	616	298	824	50	946	162	7,260	21	37,389	28	6,232	29	1,815
Greeley, Colo.	82	20.6	36	37,145	104	6,273	73	3,672	67	2,174	..	*	24	12,374	43	33,702	75	5,266	59	1,638
Endicott, N. Y.	82	20.6	78	32,025	38	7,911	75	3,665	161	1,608	137	723	169	7,199	123	26,574	206	4,356	224	1,290
Ponca City, Okla.	87	20.5	186	25,354	197	5,259	214	2,116	102	1,895	78	850	130	7,941	54	32,370	103	5,058	76	1,579
Brownwood, Texas	87	20.5	224	24,147	192	5,288	136	2,884	..	*	41	1,004	94	8,679	132	26,179	237	4,155	231	1,277
Sherman, Texas	87	20.5	113	29,408	151	5,746	151	2,723	50	2,341	43	996	46	10,535	171	23,698	295	3,646	283	1,156
Staunton, Va.	90	20.4	249	23,602	338	3,426	98	3,237	178	1,525	95	816	259	5,428	72	30,743	91	5,124	119	1,507
Chillicothe, Ohio	90	20.4	79	32,006	48	7,409	202	2,292	149	1,652	76	871	108	8,466	74	30,600	117	4,935	123	1,500
McAllen, Texas	92	20.3	148	27,732	285	4,311	63	3,814	55	2,297	85	843	104	8,537	246	18,676	327	3,220	338	920
Hastings, Neb.	92	20.3	86	30,968	272	4,448	51	4,057	197	1,412	55	934	13	13,792	68	31,161	104	5,026	98	1,535
Salisbury, N. C.	92	20.3	46	35,135	138	5,928	19	5,162	125	1,758	53	940	34	11,390	136	25,903	214	4,317	233	1,276

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* Withheld to avoid disclosure.

BIDDEFORD-SACO

4th Largest Income . . . Sales Volume . . . Food Sales in Maine

Biddeford-Saco can be sold thoroughly only through the Biddeford Journal — covering 90% of the homes . . . a Local newspaper in the best sense of the word.

THE BIDDEFORD JOURNAL

BIDDEFORD MAINE

BUYING HABITS OF BIDDEFORD-SACO FAMILIES
(Compared with Maine, N.E., U.S.)

	Biddeford-Saco	Maine	N. E.	U. S.
Retail Sales	$3,409	$2,854	$3,372	$3,177
Food	1,052	814	898	729
Furniture-Hshld	213	136	177	177
% of Income Spent	79	79	70	69

GROUP 7:—CITIES WITH POPULATION UNDER 25,000—(Continued)

CITIES	POPULATION SM EST. 1/1/51		RETAIL SALES — 1950 SM ESTIMATES												EFFECTIVE BUYING INCOME—1950 SM ESTIMATES					
			TOTAL SALES		Food		General Mdse.		Furn.-House. Radio		Drug		Automotive		Net Dollars		Per Family		Per Capita	
	Group Rank	in Thousands	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	in Thousands	Group Rank	in Dollars	Group Rank	in Dollars
Boulder, Colo.	95	20.2	295	21,780	204	5,197	271	1,406	83	2,021	125	750	304	4,257	85	29,734	217	4,309	134	1,472
Coral Gables, Fla.	95	20.2	129	28,861	25	8,535	303	885	169	1,560	4	1,707	317	2,264	90	29,330	199	4,378	146	1,452
Valdosta, Ga.	95	20.2	305	21,453	257	4,694	239	1,802	107	1,866	..	*	221	6,209	207	21,715	274	3,810	305	1,075
Decatur, Ala.	95	20.2	156	26,829	140	5,884	220	2,033	97	1,951	226	549	102	8,549	204	21,877	305	3,529	303	1,083
Burlingame, Cal.	95	20.2	73	32,458	9	9,682	270	1,465	88	2,003	152	696	16	13,514	7	42,864	11	7,265	9	2,122
Sumter, S. C.	100	20.1	170	26,019	180	5,415	59	3,870	..	*	..	*	222	6,189	223	20,120	311	3,469	324	1,001
Culver City, Cal.	101	20.0	287	22,109	187	5,329	314	369	303	753	84	844	255	5,501	113	27,780	227	4,209	179	1,389
Marshalltown, Iowa	101	20.0	53	34,542	77	6,744	41	4,430	89	1,995	110	779	92	8,727	106	28,240	181	4,555	169	1,412
Aberdeen, Wash.	101	20.0	49	34,853	184	5,378	141	2,815	24	2,752	170	667	22	12,862	62	31,380	122	4,903	82	1,569
Gardner, Mass.	104	19.9	241	23,782	91	6,557	182	2,438	283	958	79	850	287	4,751	76	30,507	87	5,171	105	1,533
Anderson, S. C.	104	19.9	33	37,990	127	6,011	8	6,316	19	3,075	58	920	30	11,833	187	22,646	264	3,904	292	1,138
Muscatine, Iowa	106	19.8	137	28,359	194	5,269	150	2,733	245	1,211	294	395	124	8,076	144	25,483	263	3,920	226	1,287
Oil City, Pa.	106	19.8	153	27,368	67	6,924	194	2,364	119	1,814	225	555	117	8,250	96	29,146	115	4,940	134	1,472

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* Withheld to avoid disclosure

These NEW Sales Management figures for

SALISBURY North Carolina

show vital leadership in Buying Power and Buying Activity!

SALISBURY
15th IN POPULATION

RANKS

13th in TOTAL RETAIL SALES
14th in FOOD SALES
11th in GENERAL MERCHANDISE SALES
9th in AUTOMOTIVE SALES
12th in DRUG SALES

ONLY THE **POST** COVERS AND SELLS THIS MARKET



OVER 16,000 ABC CIRCULATION

WARD-GRIFFITH COMPANY
Representatives

The Portsmouth Herald

Portsmouth — New Hampshire

DROP US A LINE . . .

Say Twenty or Forty Thousand Lines!

SECOND IN CIRCULATION

In The State In The Evening Field!

NET PAID AVERAGE (September 1951)

11,277

Member Of The Audit Bureau Of Circulations

YOU'LL MAKE NO MISTAKE

Because, Although Portsmouth Is Fourth In Population In New Hampshire,

PORTSMOUTH IS FIRST IN PER CAPITA AND PER *FAMILY* INCOME!

Get Your Share Of This Surplus Cash!

National Representative

THE JULIUS MATHEWS SPECIAL AGENCY, INC.

- Boston
- New York
- Detroit
- Chicago
- Syracuse
- Philadelphia
- Pittsburgh

GROUP 7:—CITIES WITH POPULATION UNDER 25,000—(Continued)

CITIES	POPULATION SM EST. 1/1/51		RETAIL SALES — 1950 SM ESTIMATES												EFFECTIVE BUYING INCOME—1950 SM ESTIMATES					
			TOTAL SALES		Food		General Mdse.		Furn.-House. Radio		Drug		Automotive		Net Dollars		Per Family		Per Capita	
	Group Rank	in Thousands	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	in Thousands	Group Rank	in Dollars	Group Rank	in Dollars
Kingsport, Tenn.	106	19.8	35	37,227	226	5,018	40	4,438	10	3,687	65	904	32	11,614	147	25,285	114	4,958	231	1,277
Glens Falls, N. Y.	109	19.7	18	42,073	12	9,032	38	4,507	34	2,498	75	881	57	9,973	140	25,610	242	4,131	219	1,300
Pittsburg, Kans.	110	19.6	218	24,258	183	5,399	105	3,192	315	218	113	772	144	7,631	191	22,481	328	3,166	285	1,147
Bartlesville, Okla.	111	19.5	197	24,991	223	5,035	..	*	219	1,315	48	968	..	*	34	34,671	62	5,417	31	1,778
Beckley, W. Va.	111	19.5	65	33,483	227	5,018	12	5,959	32	2,553	..	*	72	9,450	197	22,269	270	3,839	290	1,142
West Warwick, R. I.	113	19.4	270	22,848	143	5,831	287	1,103	86	2,005	228	546	310	3,537	261	17,751	315	3,414	340	915
Corsicana, Texas	113	19.4	162	26,608	123	6,058	64	3,788	222	1,305	162	679	120	8,174	201	22,116	307	3,510	291	1,140
Manhattan, Kans.	115	19.3	258	23,360	269	4,504	..	*	198	1,412	129	741	161	7,279	80	30,147	140	4,785	84	1,562
Hopkinsville, Ky.	116	19.2	311	21,342	333	3,556	145	2,754	..	*	..	*	302	4,392	249	18,413	302	3,541	331	959
Muskegon Heights, Mich.	116	19.2	321	21,066	84	6,611	308	730	193	1,447	112	773	278	4,928	84	29,798	44	5,730	88	1,552
Tiffin, Ohio	116	19.2	254	23,449	185	5,377	147	2,751	196	1,421	241	522	216	6,274	63	31,258	71	5,298	63	1,628
Sarasota, Fla.	116	19.2	39	36,456	30	8,354	..	*	47	2,352	..	*	..	*	214	20,851	331	3,159	302	1,088
Idaho Falls, Ida.	116	19.2	11	44,179	78	6,728	..	*	..	*	80	846	25	12,279	115	27,475	135	4,820	162	1,431
Portsmouth, N. H.	121	19.1	217	24,302	94	6,529	294	1,003	190	1,454	218	585	253	5,536	45	33,540	32	6,098	36	1,758
Vincennes, Ind.	121	19.1	93	30,420	171	5,510	18	5,199	202	1,393	139	719	150	7,538	126	26,473	190	4,487	180	1,386
Mankato, Minn.	121	19.1	22	39,557	234	4,937	12	5,959	17	3,091	122	752	14	13,545	97	29,108	94	5,107	111	1,824
Meadville, Pa.	121	19.1	43	35,857	39	7,902	89	3,353	64	2,218	99	810	26	12,271	56	31,859	79	5,223	51	1,668
Waycross, Ga.	125	19.0	223	24,177	247	4,844	..	*	53	2,324	131	733	79	9,187	206	21,755	230	4,184	287	1,145
Benton Harbor, Mich.	125	19.0	24	39,430	27	8,479	72	3,685	87	2,005	1	1,711	125	8,045	114	27,550	160	4,669	149	1,450
Ypsilanti, Mich.	127	18.8	108	29,480	101	6,300	299	950	237	1,248	8	1,400	84	9,006	127	26,470	209	4,339	173	1,408
Adrian, Mich.	127	18.8	80	31,967	54	7,242	87	3,406	85	2,006	39	1,016	180	7,043	89	29,384	124	4,897	83	1,563
Bismarck, N. D.	127	18.8	48	34,979	301	4,114	20	5,133	183	1,495	56	934	..	*	77	30,494	61	5,445	65	1,622
Columbus, Ind.	130	18.7	225	24,147	205	5,186	179	2,462	211	1,350	..	*	290	4,650	185	22,739	290	3,668	255	1,216
Bridgeton, N. J.	130	18.7	82	31,877	26	8,515	269	1,470	30	2,573	244	517	140	7,735	192	22,459	275	3,807	262	1,201
Kinston, N. C.	132	18.6	146	27,956	291	4,241	33	4,639	..	*	..	*	116	8,262	195	22,301	228	4,208	263	1,199
New Castle, Ind.	133	18.5	216	24,357	58	7,141	160	2,638	204	1,369	211	600	228	6,009	133	26,178	174	4,593	168	1,415
Frederick, Md.	133	18.5	68	33,430	90	6,559	143	2,777	136	1,713	73	890	121	8,122	125	26,529	152	4,737	159	1,434
Waterville, Maine	135	18.4	164	26,507	122	6,072	91	3,345	108	1,862	191	628	234	5,910	190	22,522	235	4,171	248	1,224
Cortland, N. Y.	135	18.4	142	28,135	107	6,227	100	3,232	165	1,582	310	307	198	6,729	91	29,311	126	4,685	71	1,593
Brunswick, Ga.	137	18.3	343	20,425	236	4,930	..	*	..	*	165	678	274	5,085	252	18,282	306	3,516	325	999
Mattoon, Ill.	137	18.3	155	26,956	230	4,982	99	3,233	240	1,229	232	538	85	8,975	155	24,778	194	4,425	198	1,354
Dunkirk, N. Y.	137	18.3	235	23,893	68	6,913	180	2,458	177	1,536	268	480	249	5,606	163	24,065	192	4,456	211	1,318
Bryan, Texas	137	18.3	107	29,499	120	6,081	200	2,301	..	*	229	540	48	10,407	294	16,342	343	2,867	342	893
Santa Rosa, Cal.	137	18.3	6	48,820	50	7,403	22	5,117	6	4,223	6	1,514	62	9,702	109	28,072	192	4,456	102	1,534
Sault Ste. Marie, Mich.	142	18.2	226	24,142	176	5,450	122	3,017	291	892	..	*	305	4,203	40	34,034	14	6,946	22	1,870
Summit, N. J.	142	18.2	219	24,258	71	6,821	312	561	232	1,279	263	487	133	7,886	6	43,425	7	8,351	6	2,386
Carlsbad, N. M.	142	18.2	198	24,974	152	5,738	229	1,929	176	1,537	101	795	182	7,030	134	26,062	151	4,739	160	1,432
Borger, Texas	142	18.2	111	29,433	60	7,078	..	*	22	2,841	19	1,186	71	9,456	107	28,174	129	4,858	92	1,548
Greenwood, Miss.	142	18.2	88	30,822	261	4,659	192	2,369	..	*	239	529	..	*	263	16,853	338	3,064	337	926
Batavia, N. Y.	147	18.1	83	31,708	95	6,521	82	3,502	92	1,986	216	588	103	8,541	138	25,668	147	4,753	167	1,418
Plattsburg, N. Y.	148	18.0	127	28,882	142	5,841	39	4,459	223	1,303	174	658	184	6,984	177	23,328	180	4,574	221	1,296
Corning, N. Y.	148	18.0	267	23,041	161	5,595	191	2,382	225	1,297	213	595	168	6,874	162	24,068	202	4,378	201	1,337
Peekskill, N. Y.	148	18.0	122	29,095	23	8,554	258	1,591	54	2,298	63	909	282	4,874	88	29,520	65	5,367	57	1,840
Ardmore, Okla.	148	18.0	280	22,407	295	4,160	129	2,965	262	1,153	105	793	167	7,226	203	21,906	285	3,713	253	1,217
McAlester, Okla.	148	18.0	294	21,835	289	4,252	121	3,043	253	1,179	159	680	157	7,371	229	19,674	312	3,452	299	1,093

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BRIDGETON, N. J.

A Food-Producing Market . . . And A Phenomenal Food-Consuming One!

BUT That's Not ALL—

BRIDGETON'S RETAIL SALES

Total	Food	Gen. Mdse.	Furn. Hsde.	Auto.	Drugs
$31,877,000	$8,515,000	$1,470,000	$2,573,000	$7,735,000	$517,000

Bridgeton's retail sales are almost double average volume . . . 85% above par! Food is 116% above! Furniture-Household sales 171!

Bridgeton's total retail sales volume is $9,418,000 higher than the city's total income. Why? Bridgeton is the shopping center for a large and prosperous outside area. Few markets anywhere offer you sales in these plus proportions. Can you beat Bridgeton as a sales center?

The Bridgeton News alone sells this market . . . as no other newspaper, or combination, can.

Bridgeton Evening News

Represented by The Julius Mathews Special Agency, Inc.

GROUP 7:—CITIES WITH POPULATION UNDER 25,000—(Continued)

CITIES	POPULATION SM EST. 1/1/51		RETAIL SALES — 1950 SM ESTIMATES												EFFECTIVE BUYING INCOME—1950 SM ESTIMATES					
			TOTAL SALES		Food		General Mdse.		Furn.-House. Radio		Drug		Automotive		Net Dollars		Per Family		Per Capita	
	Group Rank	in Thousands	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	in Thousands	Group Rank	in Dollars	Group Rank	in Dollars
Blue Island, Ill.	153	17.8	293	21,856	118	6,089	206	2,236	314	335	251	506	183	7,025	64	31,239	21	6,375	37	1,755
Bowling Green, Ky.	153	17.8	138	28,309	266	4,535	81	3,546	142	1,689	..	*	..	*	282	16,857	336	3,065	334	947
Rutland, Vt.	153	17.8	101	29,799	76	6,770	177	2,500	128	1,752	255	504	171	7,126	78	30,474	33	6,095	44	1,712
Twin Falls, Ida.	153	17.8	19	40,742	253	4,751	74	3,667	84	2,009	109	785	15	13,544	117	27,359	138	4,800	95	1,537
Helena, Mont.	157	17.7	259	23,306	222	5,054	210	2,215	279	987	..	*	..	*	92	29,311	137	4,805	53	1,656
Ridgewood, N. J.	157	17.7	134	28,438	52	7,362	310	665	124	1,764	38	1,016	43	10,821	12	39,082	10	7,516	8	2,208
Piqua, Ohio	157	17.7	298	21,668	259	4,670	138	2,847	233	1,272	209	606	215	6,282	179	23,187	249	4,068	213	1,310
Modesto, Cal.	157	17.7	1	83,446	1	11,700	3	9,359	13	3,484	3	1,708	1	22,666	83	29,948	66	5,348	49	1,692
Clovis, N. M.	161	17.6	141	28,195	287	4,285	110	3,143	205	1,369	..	*	41	10,992	135	26,048	106	5,009	129	1,480
Bradford, Pa.	161	17.6	144	28,072	55	7,230	236	1,840	134	1,728	124	750	122	8,110	66	31,205	37	5,888	32	1,773
Denison, Texas	161	17.6	193	25,107	88	6,570	156	2,701	157	1,628	197	620	90	8,812	131	26,189	205	4,365	127	1,488
Martinsville, Va.	161	17.6	301	21,585	327	3,681	183	2,436	166	1,568	287	424	223	6,151	217	20,434	167	4,644	278	1,161
Big Spring, Texas	161	17.6	90	30,802	170	5,510	..	*	..	*	..	*	54	10,206	218	20,416	280	3,781	279	1,160
La Porte, Ind.	166	17.5	124	28,985	100	6,321	197	2,349	122	1,774	..	*	88	8,936	119	26,880	110	4,978	97	1,536
Greenfield, Mass.	166	17.5	81	31,917	62	7,019	108	3,164	73	2,143	201	614	96	8,637	100	28,910	56	5,560	55	1,652
Beaver Falls, Pa.	166	17.5	59	33,831	32	8,213	50	4,071	35	2,483	102	794	70	9,468	184	22,873	161	4,668	214	1,307
Medford, Ore.	166	17.5	14	43,283	79	6,700	28	4,873	15	3,145	72	890	6	15,375	102	28,560	133	4,841	62	1,632
Geneva, N. Y.	170	17.4	115	29,382	47	7,446	104	3,209	131	1,740	144	715	299	4,458	186	22,724	218	4,288	215	1,306
Chambersburg, Pa.	170	17.4	133	28,596	178	5,431	203	2,275	96	1,965	202	614	197	6,743	215	20,549	283	3,736	273	1,181
Morristown, N. J.	170	17.4	21	39,660	22	8,650	48	4,122	20	3,035	26	1,138	77	9,232	61	31,511	35	6,060	30	1,811
Greensburg, Pa.	170	17.4	12	43,913	46	7,481	9	6,274	4	4,307	106	790	56	10,000	58	31,703	22	6,341	26	1,822
Coffeeville, Kans.	174	17.3	276	22,531	201	5,244	199	2,303	229	1,294	189	632	220	6,219	151	24,843	186	4,517	158	1,436
Ottawa, Ill.	175	17.2	177	25,784	130	5,988	106	3,175	171	1,559	64	905	261	5,377	150	25,146	134	4,836	142	1,462
Fayetteville, Ark.	175	17.2	256	23,399	313	3,971	126	2,989	258	1,162	214	593	149	7,543	149	25,181	179	4,578	140	1,484
Mount Clemens, Mich.	175	17.2	78	32,191	36	8,000	..	*	180	1,509	22	1,164	42	10,854	122	26,591	81	5,214	93	1,546
Asbury Park, N. J.	175	17.2	3	54,640	6	10,006	2	9,689	5	4,256	9	1,353	36	11,215	108	28,088	70	5,300	60	1,633
Highland Park, Ill.	179	17.1	212	24,400	53	7,243	260	1,571	302	764	194	625	98	8,603	39	34,234	9	7,961	12	2,002
Kewanee, Ill.	179	17.1	286	22,112	214	5,106	94	3,280	252	1,184	175	651	240	5,803	160	24,111	184	4,549	170	1,410
Mesa, Ariz.	179	17.1	350	20,083	262	4,586	54	3,963	159	1,623	285	426	213	6,339	250	18,331	292	3,666	306	1,072
Statesville, N. C.	179	17.1	228	24,083	210	5,160	166	2,603	174	1,553	212	595	168	7,215	232	19,545	256	3,989	289	1,143

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* Withheld to avoid disclosure.

VENTURA
CALIFORNIA

- **45th AMONG 353 SUPERIOR CITIES**
- **SM PREFERRED CITY—5 STRAIGHT MONTHS**

Yes, Ventura, California is being recognized more and more every day as one of the top marketing cities of its size in California and the nation. We refer you to Sales Management High Spot Cities, The Annual Survey of Buying Power and this issue which you are reading. Ventura, with retail sales according to population of 145% above the national average in 1950 . . . with a farm income 21st in the nation . . . with a crude oil production payroll of $13,951,451 in 1950 . . . with annual naval facility payroll of $23,000,000 . . . is it any wonder Ventura ranks as it does. Compare Ventura statistics . . . write for information . . . advertise with us and get results in Ventura county.

FOR COVERAGE IN VENTURA COUNTY YOU MUST HAVE THE:

A JOHN P. SCRIPPS NEWSPAPER
REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

VENTURA COUNTY
Star-Free Press
VENTURA CALIFORNIA

GROUP 7:—CITIES WITH POPULATION UNDER 25,000—(Continued)

CITIES	POPULATION SM EST. 1/1/51		RETAIL SALES — 1950 SM ESTIMATES												EFFECTIVE BUYING INCOME—1950 SM ESTIMATES					
			TOTAL SALES		Food		General Mdse.		Furn.-House. Radio		Drug		Automotive		Net Dollars		Per Family		Per Capita	
	Group Rank	in Thousands	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	in Thousands	Group Rank	in Dollars	Group Rank	in Dollars
Shamokin, Pa.	179	17.1	250	23,578	169	5,511	162	2,634	76	2,111	172	662	308	4,006	196	22,281	132	4,844	217	1,303
Traverse City, Mich.	179	17.1	91	30,620	165	5,541	36	4,554	231	1,289	..	*	68	9,481	224	19,887	272	3,824	277	1,163
Greenville, N. C.	185	17.0	215	24,364	273	4,443	86	3,411	158	1,624	237	529	172	7,121	255	18,224	265	3,877	306	1,072
Bristol, Tenn.	185	17.0	266	23,072	339	3,407	17	5,362	123	1,774	198	618	250	5,601	202	22,100	170	4,604	219	1,300
Logan, Utah	185	17.0	163	26,597	337	3,455	55	3,921	113	1,840	136	724	139	7,790	181	23,035	123	4,901	197	1,355
Englewood, Colo.	188	16.9	291	22,042	126	6,041	252	1,643	256	1,171	21	1,173	115	8,273	325	13,520	346	2,759	348	800
Concord, N. C.	188	16.9	238	23,835	144	5,828	79	3,640	56	2,287	185	639	233	5,938	274	17,373	267	3,861	316	1,028
Ventura, Cal.	188	16.9	32	38,200	49	7,407	46	4,296	115	1,834	27	1,115	29	11,898	59	31,671	39	5,865	19	1,874
Fremont, Ohio	191	16.8	190	25,232	177	5,446	128	2,969	60	2,239	272	469	256	5,497	112	27,787	78	5,243	54	1,654
Texas City, Texas	191	16.8	329	20,763	232	4,962	251	1,659	133	1,730	166	676	254	5,531	124	26,561	187	4,502	74	1,581
Clarksdale, Miss.	193	16.7	271	22,847	268	4,508	208	2,224	288	905	206	610	151	7,535	299	16,216	340	3,003	328	971
Braddock, Pa.	193	16.7	41	36,266	42	7,786	93	3,292	2	5,701	142	716	61	9,750	142	25,518	40	5,800	107	1,528
Pampa, Texas	193	16.7	77	32,050	97	6,465	..	*	264	1,120	11	1,346	49	10,390	176	23,430	209	4,339	175	1,403
Streator, Ill.	196	16.6	175	25,821	85	6,608	107	3,172	173	1,555	256	503	239	5,810	164	24,037	107	5,008	151	1,448
Jonesboro, Ark.	196	16.6	178	25,718	315	3,940	174	2,540	59	2,252	169	672	45	10,614	256	18,044	303	3,538	301	1,087
Ironton, Ohio	196	16.6	285	22,113	199	5,250	242	1,761	200	1,403	..	*	269	5,189	269	17,546	284	3,733	312	1,057
Ambridge, Pa.	196	16.6	135	28,398	13	9,000	274	1,360	147	1,674	90	832	272	5,122	210	21,480	127	4,882	222	1,294
Alice, Texas	196	16.6	331	20,679	275	4,442	234	1,854	..	*	207	607	241	5,799	340	11,587	350	2,465	353	698
Huntsville, Ala.	196	16.6	56	34,229	267	4,528	14	5,689	..	*	118	761	..	*	301	15,654	335	3,069	335	943
Monterey, Cal.	202	16.5	102	29,746	155	5,714	205	2,246	139	1,702	266	482	39	11,108	156	24,734	162	4,667	124	1,499
Corvallis, Ore.	202	16.5	260	23,265	305	4,077	189	2,391	..	*	..	*	138	7,802	169	23,793	196	4,406	157	1,442
Blytheville, Ark.	204	16.4	110	29,437	302	4,114	97	3,248	112	1,848	150	701	35	11,345	318	14,416	348	2,720	343	879
Ossining, N. Y.	204	16.4	318	21,129	166	5,534	309	680	238	1,238	280	444	306	4,097	69	31,160	20	6,492	18	1,900
Carlisle, Pa.	204	16.4	214	24,365	203	5,202	173	2,552	79	2,063	210	602	263	5,352	211	21,336	230	4,184	218	1,301
Clarksville, Tenn.	204	16.4	344	20,284	328	3,680	..	*	292	888	..	*	..	*	290	16,531	326	3,241	322	1,008
Nampa, Ida.	208	16.3	152	27,384	308	4,042	88	3,364	212	1,340	203	613	82	9,072	189	22,592	207	4,345	180	1,388
Marietta, Ohio	208	16.3	240	23,807	188	5,325	187	2,405	135	1,717	230	540	226	6,056	178	23,211	182	4,551	164	1,424
Bristol, Va.	208	16.3	317	21,143	281	4,351	211	2,214	126	1,755	242	521	311	3,381	238	19,283	175	4,591	272	1,183
Victoria, Texas	208	16.3	89	30,807	150	5,777	132	2,923	..	*	..	*	..	*	194	22,315	203	4,375	191	1,369
Dalton, Ga.	212	16.2	349	20,097	190	5,307	..	*	118	1,817	204	613	273	5,089	334	12,134	347	2,758	351	749
Owosso, Mich.	212	16.2	181	25,586	99	6,358	70	3,697	179	1,524	223	569	193	6,799	143	25,499	82	5,204	81	1,574
Clayton, Mo.	212	16.2	69	33,219	44	7,557	..	*	305	718	10	1,346	17	13,456	15	38,313	8	7,982	7	2,365
Texarkana, Ark.	215	16.1	189	25,244	284	4,325	..	*	201	1,396	238	529	260	5,391	278	17,114	319	3,356	310	1,063
Dover, N. H.	215	16.1	300	21,603	173	5,493	276	1,341	185	1,475	178	645	309	3,537	198	22,266	152	4,737	183	1,383
New Bern, N. C.	215	16.1	236	23,871	282	4,337	85	3,471	175	1,540	..	*	268	5,189	298	16,261	316	3,388	321	1,010
Ada, Okla.	215	16.1	233	23,910	314	3,956	163	2,626	199	1,406	240	526	31	11,626	247	18,628	277	3,802	282	1,157
Olympia, Wash.	215	16.1	58	34,057	66	6,949	161	2,637	57	2,276	..	*	101	8,553	116	27,418	86	5,173	46	1,703
Klamath Falls, Ore.	215	16.1	8	48,033	37	7,921	10	6,016	..	*	15	1,266	3	17,224	82	30,123	53	5,578	21	1,871
Holland, Mich.	221	16.0	182	25,540	217	5,089	263	1,551	46	2,353	71	893	147	7,597	205	21,840	183	4,550	192	1,365
Clearwater, Fla.	222	15.9	131	28,650	103	6,282	226	1,984	49	2,349	49	956	113	8,308	231	19,557	296	3,622	247	1,230
Mount Vernon, Ill.	223	15.8	194	25,102	263	4,571	142	2,781	..	*	233	537	136	7,830	236	19,339	260	3,947	248	1,224
Emporia, Kans.	223	15.8	232	23,916	258	4,693	..	*	255	1,172	83	844	211	6,407	182	23,021	170	4,604	143	1,457
Birmingham, Mich.	223	15.8	151	27,427	98	6,393	305	809	132	1,737	2	1,710	18	13,045	11	39,279	5	9,135	2	2,486
Keene, N. H.	223	15.8	340	20,448	168	5,525	302	915	296	850	283	437	307	4,065	167	23,905	99	5,086	116	1,513
Long Beach, N. Y.	223	15.8	302	21,560	31	8,296	313	407	278	994	161	680	316	2,424	81	30,131	12	7,007	17	1,907
Sunbury, Pa.	223	15.8	213	24,380	249	4,803	155	2,715	71	2,156	180	643	186	6,937	228	19,703	261	3,941	240	1,247
Saratoga Springs, N. Y.	229	15.7	202	24,847	277	4,396	265	1,537	230	1,290	179	644	247	5,622	216	20,504	245	4,101	215	1,306
Shelby, N. C.	229	15.7	244	23,752	310	4,011	76	3,660	103	1,891	248	508	204	6,585	327	13,424	332	3,122	344	855
North Platte, Neb.	231	15.6	143	28,080	132	5,957	109	3,150	140	1,694	173	659	174	7,091	254	18,236	278	3,799	274	1,169
Escanaba, Mich.	232	15.5	352	20,041	172	5,507	101	3,229	235	1,259	231	540	313	3,144	137	25,823	58	5,494	52	1,688
Duncan, Okla.	232	15.5	304	21,509	240	4,901	171	2,564	254	1,175	217	586	207	6,490	286	16,694	320	3,339	304	1,077
Hornell, N. Y.	234	15.4	289	22,058	158	5,629	204	2,261	270	1,064	249	508	281	4,887	221	20,297	224	4,229	208	1,318

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* Withheld to avoid disclosure.

GROUP 7:—CITIES WITH POPULATION UNDER 25,000—(Continued)

CITIES	POPULATION SM EST. 1/1/51		RETAIL SALES — 1950 SM ESTIMATES												EFFECTIVE BUYING INCOME—1950 SM ESTIMATES					
			TOTAL SALES		Food		General Mdse.		Furn.-House. Radio		Drug		Automotive		Net Dollars		Per Family		Per Capita	
	Group Rank	in Thousands	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	in Thousands	Group Rank	in Dollars	Group Rank	in Dollars
Lufkin, Texas	234	15.4	174	25,929	235	4,932	196	2,354	80	2,041	111	777	..	*	339	11,781	351	2,356	349	765
Merced, Cal.	234	15.4	27	38,663	117	6,110	140	2,825	29	2,649	151	701	67	9,481	180	23,038	169	4,608	126	1,496
Salisbury, Md.	234	15.4	40	36,400	182	5,399	..	*	48	2,352	132	730	99	8,583	302	15,523	323	3,303	322	1,008
Annapolis, Md.	238	15.3	255	23,443	112	8,167	285	1,178	280	981	28	1,108	270	5,141	170	23,746	27	6,249	88	1,552
Poplar Bluff, Mo.	238	15.3	313	21,297	298	4,134	144	2,764	..	*	260	498	160	7,307	295	16,340	310	3,477	309	1,068
Glen Cove, N. Y.	238	15.3	334	20,653	179	5,423	300	943	77	2,103	308	318	301	4,404	158	24,327	34	6,082	72	1,590
West Chester, Pa.	238	15.3	92	30,576	89	6,564	170	2,564	93	1,977	157	685	55	10,043	174	23,486	95	5,106	98	1,535
Fort Collins, Colo.	242	15.2	279	22,428	243	4,856	195	2,358	207	1,366	183	641	218	6,266	266	17,602	299	3,592	280	1,158
Frankfort, Ind.	242	15.2	342	20,438	293	4,166	279	1,296	246	1,200	..	*	..	*	193	22,390	163	4,665	133	1,473
Moorhead, Minn.	244	15.0	222	24,180	75	6,773	..	*	..	*	307	333	236	5,857	322	14,100	336	3,065	336	940
Hickory, N. C.	244	15.0	139	28,242	110	6,171	69	3,701	65	2,200	281	443	80	9,138	259	17,955	233	4,176	265	1,197
Laconia, N. H.	246	14.9	336	20,532	195	5,260	296	996	94	1,977	288	424	298	4,486	280	16,941	288	3,683	293	1,137
Cambridge, Ohio	246	14.9	316	21,206	294	4,162	130	2,953	191	1,454	304	359	252	5,548	288	16,628	298	3,615	298	1,116
Greenville, Texas	246	14.9	167	26,277	237	4,928	77	3,650	187	1,466	154	690	126	8,039	303	15,496	329	3,162	315	1,040
Warren, Pa.	246	14.9	34	37,365	148	5,793	1	15,910	220	1,311	262	492	257	5,444	262	17,731	286	3,694	269	1,190
Anaheim, Cal.	250	14.8	353	20,028	297	4,144	253	1,640	216	1,329	235	536	190	6,872	279	17,005	297	3,618	284	1,149
Fremont, Neb.	250	14.8	200	24,892	245	4,851	152	2,723	210	1,351	300	373	212	6,375	241	19,033	253	4,050	227	1,286
Grand Junction, Colo.	252	14.7	105	29,547	221	5,063	66	3,770	172	1,559	93	822	60	9,809	222	20,213	173	4,594	188	1,375
Hayward, Cal.	253	14.6	128	28,865	96	6,475	232	1,890	66	2,197	133	729	129	7,956	188	22,615	90	5,140	91	1,549
Midland, Mich.	253	14.6	303	21,539	238	4,910	284	1,201	..	*	141	717	141	7,653	165	23,929	31	6,136	58	1,639
Painesville, Ohio	253	14.6	132	28,643	69	6,876	35	4,557	294	867	147	702	119	8,204	268	17,578	219	4,287	261	1,204
San Luis Obispo, Cal.	256	14.5	195	25,101	213	5,124	188	2,397	127	1,753	298	386	176	7,069	139	25,651	46	5,700	33	1,769
Hanover, Pa.	257	14.3	172	26,002	271	4,491	120	3,045	38	2,461	276	455	258	5,439	209	21,593	120	4,908	118	1,510
Griffin, Ga.	258	14.2	297	21,710	225	5,021	254	1,619	129	1,748	..	*	..	*	300	16,145	255	4,036	293	1,137
Wooster, Ohio	258	14.2	150	27,591	296	4,158	154	2,717	285	934	196	623	225	6,086	233	19,497	212	4,333	189	1,373
Winchester, Va.	258	14.2	136	28,386	250	4,802	149	2,745	241	1,229	120	757	202	6,612	225	19,880	131	4,849	176	1,400
Plainview, Texas	258	14.2	63	33,546	206	5,177	62	3,815	..	*	25	1,138	44	10,821	337	11,999	345	2,790	345	845
Salinas, Cal.	258	14.2	7	48,698	15	8,933	30	4,834	109	1,855	30	1,095	8	14,567	94	29,252	16	6,803	11	2,060
Hobbs, N. M.	263	14.1	221	24,234	279	4,376	215	2,102	276	1,008	243	518	66	9,504	258	18,020	271	3,834	230	1,278
Lewistown, Pa.	263	14.1	204	24,833	106	6,239	95	3,276	95	1,966	134	727	286	4,806	213	20,868	130	4,853	129	1,480
San Rafael, Cal.	263	14.1	75	32,259	121	6,072	42	4,383	206	1,367	123	752	83	9,052	153	24,816	49	5,640	34	1,760
Lodi, Cal.	266	14.0	312	21,313	265	4,543	249	1,685	260	1,155	236	531	210	6,409	200	22,120	89	5,144	75	1,580
Centralia, Ill.	266	14.0	229	24,076	312	3,977	190	2,387	239	1,234	177	645	114	8,306	227	19,726	176	4,587	172	1,409
Bradenton, Fla.	266	14.0	262	23,259	153	5,730	112	3,123	221	1,311	51	945	224	6,096	285	16,730	308	3,485	266	1,195
Coatesville, Pa.	266	14.0	314	21,292	193	5,277	282	1,218	120	1,810	87	838	288	4,715	235	19,348	113	4,961	185	1,322
Greenwood, S. C.	270	13.9	210	24,495	239	4,908	212	2,199	62	2,229	89	834	166	7,233	291	16,513	176	4,587	270	1,188
Sweetwater, Texas	270	13.9	327	20,814	311	4,003	114	3,114	..	*	61	913	219	6,230	260	17,820	239	4,144	228	1,282
Willimantic, Conn.	272	13.8	176	25,786	162	5,589	280	1,268	181	1,509	277	449	131	7,939	306	15,415	300	3,585	297	1,117
Napa, Cal.	272	13.8	121	29,108	119	6,088	111	3,132	217	1,325	145	708	100	8,576	168	23,888	100	5,083	38	1,731
Fort Pierce, Fla.	272	13.8	283	22,238	220	5,065	..	*	251	1,187	305	336	..	*	321	14,104	318	3,358	317	1,022
Oneonta, N. Y.	272	13.8	179	25,689	154	5,723	16	5,525	274	1,016	182	642	284	4,831	251	18,299	250	4,066	206	1,326
Albert Lea, Minn.	276	13.7	208	24,534	288	4,255	56	3,913	..	*	284	427	231	5,957	287	16,659	252	4,053	255	1,216
Fort Myers, Fla.	277	13.5	191	25,191	175	5,460	148	2,747	184	1,494	..	*	..	*	323	13,676	313	3,419	320	1,013
Connellsville, Pa.	277	13.5	335	20,621	341	3,259	133	2,915	150	1,646	115	764	248	5,620	234	19,494	109	4,998	155	1,444
Niles, Mich.	279	13.4	322	21,014	149	5,779	233	1,883	307	648	192	628	238	5,836	219	20,395	149	4,743	112	1,522
Maplewood, Mo.	279	13.4	109	29,441	228	4,998	185	2,411	227	1,295	42	1,000	12	13,917	183	22,901	110	4,978	45	1,709
Wenatchee, Wash.	281	13.3	130	28,804	241	4,866	31	4,771	261	1,154	46	982	123	8,082	237	19,298	157	4,707	147	1,451
San Fernando, Cal.	282	13.2	159	26,682	209	5,163	243	1,736	213	1,339	20	1,175	110	8,405	245	18,757	101	5,069	166	1,421
Goshen, Ind.	282	13.2	346	20,213	335	3,489	228	1,954	286	921	270	476	283	4,831	244	18,902	188	4,500	160	1,432
Xenia, Ohio	284	13.1	306	21,453	318	3,823	223	2,004	209	1,352	286	425	189	6,873	330	12,890	341	2,998	326	984
Lewiston, Ida.	284	13.1	52	34,593	231	4,964	45	4,299	121	1,786	126	748	27	12,026	220	20,384	211	4,337	86	1,556
Sterling, Ill.	286	13.0	341	20,443	270	4,498	135	2,886	238	1,254	257	503	289	4,709	243	18,902	168	4,610	144	1,454
Huron, S. D.	286	13.0	299	21,605	344	3,147	..	*	267	1,086	..	*	251	5,579	264	17,654	144	4,771	195	1,358
Watertown, S. D.	286	13.0	184	25,487	347	3,057	..	*	188	1,464	..	*	..	*	239	19,240	67	5,344	129	1,480
Scotts Bluff, Neb.	289	12.9	114	29,399	216	5,095	71	3,692	164	1,588	246	512	75	9,369	277	17,157	145	4,766	204	1,330
Salem, Ohio	289	12.9	308	21,406	260	4,667	218	2,069	194	1,433	247	511	217	6,271	173	23,491	36	6,023	27	1,821
Vernon, Texas	289	12.9	323	20,994	317	3,899	..	*	293	871	..	*	..	*	297	16,280	266	3,876	236	1,262
Red Bank, N. J.	289	12.9	17	42,220	28	8,428	165	2,610	39	2,459	47	972	47	10,519	166	23,917	24	6,294	23	1,854
El Centro, Cal.	293	12.8	160	26,646	326	3,681	238	1,813	310	549	107	790	93	8,692	148	25,216	13	7,004	13	1,970
Great Bend, Kans.	293	12.8	243	23,757	309	4,014	201	2,296	192	1,450	271	472	105	8,486	265	17,613	197	4,403	187	1,376
Brainerd, Minn.	293	12.8	261	23,262	191	5,302	176	2,505	301	771	274	460	185	6,955	332	12,198	324	3,297	333	953
Winnetka, Ill.	296	12.7	337	20,522	304	4,098	307	761	266	1,097	114	767	285	4,825	75	30,569	2	9,861	5	2,407
Tulare, Cal.	296	12.7	154	26,997	318	3,873	131	2,949	244	1,220	195	623	209	6,449	281	16,878	158	4,688	205	1,329
Suffolk, Va.	298	12.6	284	22,185	306	4,070	92	3,304	234	1,271	146	704	294	4,546	316	14,452	221	4,251	285	1,147
Chico, Cal.	299	12.5	85	30,975	138	5,909	153	2,719	242	1,226	121	754	78	9,200	212	21,250	84	5,183	47	1,700
Astoria, Ore.	300	12.4	205	24,704	208	5,174	248	1,694	218	1,321	279	446	148	7,548	248	18,625	185	4,543	121	1,502
Mitchell, S. D.	300	12.4	183	25,528	348	2,961	83	3,485	170	1,560	..	*	..	*	242	19,022	128	4,877	102	1,534
Fredericksburg, Va.	300	12.4	192	25,120	276	4,421	169	2,569	101	1,915	143	715	201	6,647	276	17,236	79	5,223	178	1,390
Kearney, Neb.	303	12.2	326	20,862	345	3,141	124	2,991	130	1,742	295	390	244	5,732	312	14,762	279	3,786	258	1,210
Mount Vernon, Ohio	303	12.2	278	22,458	283	4,331	115	3,110	299	822	252	506	235	5,876	329	12,908	322	3,310	311	1,058
La Grange, Ill.	305	12.1	187	25,304	252	4,787	102	3,227	269	1,065	74	888	154	7,458	172	23,522	6	8,712	15	1,944
La Salle, Ill.	305	12.1	333	20,656	280	4,359	267	1,519	68	2,169	261	493	300	4,411	267	17,581	87	5,171	145	1,453
Gainesville, Ga.	305	12.1	68	33,298	336	3,467	231	1,917	61	2,232	149	702	..	*	338	11,834	309	3,481	327	978
Visalia, Cal.	308	12.0	96	30,079	181	5,406	96	3,261	72	2,153	176	646	127	8,021	263	17,664	143	4,774	134	1,472
Pendleton, Ore.	309	11.9	234	23,909	324	3,730	250	1,683	284	958	193	626	111	8,365	315	14,530	272	3,824	251	1,221
Indiana, Pa.	309	11.9	145	28,011	244	4,852	78	3,648	91	1,988	205	610	95	8,657	307	15,399	198	4,400	222	1,294

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* Withheld to avoid disclosure.

If OCALA ranked 309 in its group in Retail Sales, it would be GOOD... but it RANKS 94th... HAS MORE RETAIL SALES THAN 215 LARGER CITIES!

Putting it mildly . . . Ocala is terrific! Huge sales volume—almost triple average expectations—makes Ocala a better retail sales market than *hundreds* of larger cities . . . including the largest in the group!

In food sales, 107 larger cities step back as Ocala shoots past them . . . 68 give way in general merchandise sales . . . 198 in furniture-household . . . AND 232 in drug sales!

In the nation . . . and Florida . . . Ocala is superior to its population rank in every possible sales and income factor . . . by wide margins.* A Perry Newspaper market . . . of course.

ALL-ROUND SUPERIORITY
in the U.S. and Florida

	(Thousands)	RANK **In Group (Group 7—under 25,000.)	RANK In State (All Cities)
Population	11.9	309	25
Retail Sales	$30,322	94	15
Food	5,213	202	22
Genl. Mdse.	1,762	241	17
Furn-Hshld	1,849	111	15
Drug	857	77	17
Total Income	16,775	284	19
Per Capita Income	1,408	173	17
Per Family Income	4,654	165	13

* Automotive sales withheld.

OCALA STAR-BANNER

OCALA, FLORIDA — RADIO STATION WTMC

Representatives: John H. Perry Associates

New York — Chicago — Detroit — Atlanta — Philadelphia — San Francisco — Los Angeles

GROUP 7:—CITIES WITH POPULATION UNDER 25,000—(Continued)

CITIES	POPULATION SM EST. 1/1/51		RETAIL SALES — 1950 SM ESTIMATES												EFFECTIVE BUYING INCOME—1950 SM ESTIMATES					
			TOTAL SALES		Food		General Mdse.		Furn.-House. Radio		Drug		Automotive		Net Dollars		Per Family		Per Capita	
	Group Rank	in Thousands	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	in Thousands	Group Rank	in Dollars	Group Rank	in Dollars
Ocala, Fla.	309	11.9	94	30,322	202	5,213	241	1,762	111	1,849	77	857	..	*	284	16,755	165	4,654	173	1,401
De Kalb, Ill.	312	11.8	310	21,380	278	4,391	186	2,407	277	999	181	642	155	7,390	271	17,476	172	4,599	128	1,488
Watsonville, Cal.	312	11.8	263	23,148	224	5,027	167	2,583	265	1,108	267	482	295	4,542	304	15,482	248	4,074	212	1,312
Dixon, Ill.	314	11.7	351	20,059	264	4,563	172	2,556	271	1,064	269	479	297	4,524	270	17,538	150	4,740	124	1,489
Somerville, N. J.	314	11.7	211	24,474	113	6,161	245	1,721	116	1,825	119	758	262	5,361	317	14,438	243	4,125	244	1,234
Du Bois, Pa.	314	11.7	277	22,474	207	5,175	119	3,079	90	1,994	293	397	232	5,943	343	10,752	329	3,162	339	919
Tupelo, Miss.	317	11.6	319	21,093	346	3,072	222	2,008	214	1,335	259	500	..	*	348	9,419	349	2,546	347	812
Sheridan, Wyo.	317	11.6	320	21,075	300	4,125	..	*	162	1,607	187	636	266	5,285	253	18,270	116	4,938	79	1,575
Port Angeles, Wash.	319	11.5	347	20,197	218	5,082	207	2,232	282	971	302	369	242	5,786	273	17,377	92	5,111	117	1,511
Dodge City, Kans.	320	11.4	185	25,394	316	3,920	..	*	25	2,697	160	680	178	7,062	292	16,507	178	4,585	151	1,448
Norfolk, Neb.	320	11.4	242	23,763	330	3,634	113	3,119	75	2,121	306	334	243	5,740	313	14,706	246	4,085	224	1,290
Dover, N. J.	320	11.4	173	25,953	41	7,842	246	1,716	152	1,640	258	502	191	6,818	305	15,470	68	5,334	196	1,357
River Forest, Ill.	323	11.2	339	20,485	93	6,535	..	*	311	520	..	*	..	*	118	26,970	1	9,989	4	2,408
Oskaloosa, Iowa	323	11.2	307	21,453	343	3,225	139	2,831	268	1,069	227	547	280	4,909	328	13,339	321	3,335	268	1,191
Garden City, Kans.	325	11.0	231	24,036	325	3,711	291	1,069	..	*	289	416	..	*	275	17,358	76	5,260	77	1,578
Harrisonburg, Va.	325	11.0	239	23,816	352	2,630	158	2,645	138	1,703	199	618	276	4,952	310	15,147	125	4,886	186	1,377
Jamestown, N. D.	327	10.8	282	22,257	350	2,789	292	1,033	..	*	..	*	137	7,809	326	13,500	225	4,219	239	1,250
Caldwell, Ida.	328	10.7	345	20,229	340	3,362	213	2,188	297	835	245	513	146	7,597	314	14,552	254	4,042	194	1,380
Santa Maria, Cal.	329	10.6	269	22,895	329	3,660	286	1,167	189	1,458	299	376	194	6,791	226	19,864	19	6,621	19	1,874
Petaluma, Cal.	330	10.6	54	34,490	303	4,101	272	1,401	250	1,190	278	449	318	1,875	320	14,278	257	3,966	200	1,347
Barnstable, Mass.	331	10.5	253	23,452	125	6,048	289	1,091	300	800	188	635	229	6,004	257	18,039	50	5,637	41	1,718
Redding, Cal.	332	10.3	118	29,247	134	5,937	175	2,536	263	1,150	158	683	51	10,256	324	13,565	222	4,239	209	1,317
Albany, Ore.	333	10.2	166	26,287	246	4,844	157	2,692	228	1,295	282	443	195	6,777	347	9,782	342	2,964	331	959
Presque Isle, Maine	334	10.1	325	20,907	342	3,240	..	*	..	*	..	*	303	4,380	311	14,908	29	6,212	132	1,476
Homestead, Pa.	334	10.1	248	23,604	61	7,038	290	1,070	58	2,256	52	942	312	3,232	296	16,291	26	6,266	68	1,613
Hanford, Cal.	336	10.0	180	25,598	331	3,620	278	1,309	33	2,520	222	571	230	5,969	293	16,480	47	5,683	56	1,648
Charleroi, Pa.	336	10.0	206	24,690	254	4,750	68	3,740	69	2,168	290	411	158	7,367	308	15,280	74	5,269	107	1,528
Kilgore, Texas	338	9.9	230	24,065	..	*	..	*	182	1,504	184	640	37	11,212	309	15,157	213	4,331	106	1,531
Kalispell, Mont.	339	9.8	265	23,076	320	3,785	118	3,087	272	1,051	265	487	237	5,847	335	12,064	293	3,656	246	1,231
Yuma, Ariz.	340	9.3	309	21,385	321	3,783	198	2,320	..	*	..	*	291	4,646	319	14,294	118	4,929	95	1,537
Lumberton, N. C.	340	9.3	273	22,785	349	2,904	60	3,868	281	980	301	370	206	6,498	349	8,956	301	3,582	330	983
Roseburg, Ore.	342	8.4	201	24,868	307	4,059	127	2,976	143	1,683	220	577	97	8,618	353	8,543	314	3,417	319	1,017
El Monte, Cal.	343	8.3	338	20,509	351	2,640	277	1,311	100	1,920	24	1,142	132	7,888	342	11,379	200	4,377	190	1,371
Vineland, N. J.	344	8.2	87	30,842	131	5,977	256	1,606	151	1,643	140	718	200	6,674	336	12,046	105	5,019	138	1,489
Grants Pass, Ore.	345	8.1	292	21,976	286	4,307	235	1,843	295	867	..	*	264	5,325	346	9,785	317	3,374	260	1,208
Marysville, Cal.	346	8.0	61	33,735	242	4,859	..	*	..	*	..	*	50	10,290	331	12,440	112	4,976	87	1,555
Kittanning, Pa.	347	7.8	315	21,286	292	4,207	178	2,490	195	1,427	264	487	134	7,874	351	8,837	269	3,842	295	1,133
Spencer, Iowa	348	7.5	348	20,197	332	3,597	..	*	..	*	296	390	..	*	345	9,930	240	4,138	207	1,324
Patchogue, N. Y.	348	7.5	296	21,780	128	5,991	52	4,024	289	904	311	301	315	2,628	333	12,180	72	5,296	64	1,624
Porterville, Cal.	350	7.0	272	22,788	322	3,781	184	2,413	156	1,635	254	504	170	7,133	352	8,708	259	3,958	242	1,244
Turlock, Cal.	351	6.3	328	20,767	334	3,526	283	1,203	273	1,023	297	387	292	4,639	341	11,516	59	5,484	25	1,828
Coos Bay, Ore.	352	6.1	290	22,058	323	3,778	216	2,102	208	1,356	292	400	143	7,639	350	8,930	191	4,465	140	1,464
Jenkintown, Pa.	353	5.2	281	22,320	248	4,813	..	*	..	*	275	457	271	5,130	344	10,218	15	6,812	14	1,965
GROUP TOTALS	....	6,050.9	....	9,870,845	....	2,008,263	....	907,783	....	547,645	....	227,798	....	2,483,663	....	8,458,837	....	4,620	....	1,398
TOTALS, ALL GROUPS	344	69608.9		91,092,530		19,514,233		12,926,207		5,531,812		2,414,909		18,247,967		116,152,069		5,515		1,689

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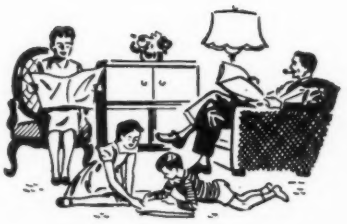
* Withheld to avoid disclosure.

Warranted Rankings for Multiple Cities With Retail Sales Over $20 Million By Population Size Groups

GROUP / City and State	POPULATION 1/1/51		RETAIL SALES, RANK IN GROUP, 1950						EFFECTIVE BUYING INCOME RANK IN GROUP, 1950		
	Rank in Group	in Thousands for Combined Cities	Total Sales	Food Sales	General Mdse	Furn.-House.-Radio	Auto-motive	Drug Sales	Net Dollars	Per Family	Per Capita
GROUP 1—Cities with Population Over 1,000,000											
None											
GROUP 2—Cities with Population Between 500,000 and 1,000,000											
None											
GROUP 3—Cities with Population Between 250,000 and 500,000											
None											
GROUP 4—Cities with Population Between 100,000 and 250,000											
Little Rock-North Little Rock, Ark.	24	145.4	32	52	*	49	15	27	37	64	60
Passaic-Clifton, N. J.	44	124.3	49	34	64	27	60	65	34	8	23
Moline-East Moline-Rock Island, Ill.	67	101.1	58	61	*	62	44	44	55	30	23
GROUP 5—Cities with Population Between 50,000 and 100,000											
Brownsville-Harlingen-McAllen, Texas	34	80.6	51	94	33	62	23	54	113	134	132
Lewiston-Auburn, Maine	78	64.9	107	87	84	97	97	119	122	127	129
Champaign-Urbana, Ill.	85	63.2	87	119	63	97	78	46	53	40	22
Biloxi-Gulfport, Miss.	91	60.1	126	131	104	104	*	114	133	135	134
Meriden-Wallingford, Conn.	102	56.5	113	96	103	97	105	114	111	85	96
Tuscaloosa-Northport, Ala.	127	50.9	127	134	106	97	119	108	133	132	132
GROUP 6—Cities with Population Between 25,000 and 50,000											
Monroe-West Monroe, La.	2	49.5	15	88	*	14	4	31	39	170	153
Newburgh-Beacon, N. Y.	20	46.8	14	3	172	35	40	64	57	183	171
Butte-Anaconda, Mont.	30	44.9	48	21	140	68	40	129	45	201	121
Florence-Sheffield-Tuscumbia-Muscle Shoals, Ala.	41	43.8	96	118	36	*	*	*	157	232	234
Pasco-Kennewick-Richland, Wash.	43	43.0	43	43	64	*	51	*	50	148	107
Texarkana, Ark.-Tex.	58	41.2	57	68	*	88	52	44	166	239	231
Beaver-Rochester-Aliquippa, Pa.	65	40.2	87	33	128	125	108	88	126	135	197
North Tonawanda-Tonawanda, N. Y.	67	39.9	149	70	*	198	153	146	161	204	225
New Kensington-Arnold, Pa.	108	36.0	88	45	*	114	79	106	74	35	56
Gloversville-Johnstown, N. Y.	117	35.1	112	62	138	71	128	182	204	241	225
Bristol, Tenn.-Va.	138	33.3	122	196	53	63	157	124	188	168	204
Ontario-Upland, Cal.	160	30.8	195	127	193	139	150	54	214	225	216
Homestead-West Homestead-Munhall, Pa.	180	29.8	175	112	205	126	87	139	147	48	77
Benton Harbor-St. Joseph, Mich.	191	29.4	72	65	85	93	135	*	162	138	106
Carbondale-Herrin-Murphysboro, Ill.	195	29.1	166	195	192	109	*	200	203	192	171
Beaver Falls-New Brighton, Pa.	221	27.1	138	78	99	92	89	173	219	186	191
Martins Ferry-Bellaire, Ohio	228	26.3	239	196	202	193	211	224	246	236	241
Bismarck-Mandan, N.D.	231	26.1	116	237	83	127	*	117	214	138	141
Dunkirk-Fredonia, N. Y.	238	25.4	206	150	177	163	185	221	224	186	186
Neenah-Menasha, Wis.	246	25.1	238	219	*	*	223	218	204	64	92
GROUP 7—Cities with Population Under 25,000											
LaSalle-Peru-Oglesby, Ill.	2	24.8	85	45	223	25	220	168	25	77	143
Marlboro-Hudson, Mass.	12	24.2	239	43	275	158	300	245	108	259	278
Mankato-North Mankato, Minn.	15	24.0	17	130	10	14	14	112	24	80	112
State College-Bellefonte, Pa.	36	23.0	187	142	252	163	281	104	82	264	213
Ravenna-Kent, Ohio	46	22.5	121	37	286	238	173	98	150	273	297
Herkimer-Ilion, N. Y.	125	19.0	191	53	123	79	245	273	224	306	311
Helena-West Helena, Ark.	166	17.5	321	291	238	178	132	154	306	357	343
Centralia-Chehalis, Wash.	256	14.5	85	165	86	67	84	221	213	207	157
Stroudsburg-East Stroudsburg, Pa.	276	13.7	218	176	54	308	232	263	259	199	212
Coos Bay-North Bend, Ore.	303	12.2	137	163	164	95	125	254	261	212	143

* Dollar figures withheld to avoid disclosure.

Houston's great family newspaper is now EIGHTH in the nation in total advertising



Both Six-Day and Seven-Day Papers, as Measured by Media Records, Inc., First Eight Months — 1951

		Lines
1.	Milwaukee Journal (E & S)	28,732,872
2.	Chicago Tribune (M & S)	28,574,111
3.	Los Angeles Times (M & S)	27,548,720
4.	New York Times (M & S)	26,159,445
5.	Miami Herald (M & S)	25,074,616
6.	Washington Star (E & S)	25,050,766
7.	Detroit News (E & S)	24,105,744
8.	**HOUSTON CHRONICLE (E & S)**	**23,819,463**
9.	Baltimore Sun (E & S)	23,708,501
10.	Philadelphia Inquirer (M & S)	23,376,867
11.	Dallas Times-Herald (E & S)	22,376,320
12.	St. Louis Post-Dispatch (E & S)	21,623,134
13.	Minneapolis Star & Tribune (E & S)	21,559,363
14.	New Orleans Times Picayune & States (M & S)	21,263,058
15.	New York News (M & S)	21,055,192
16.	Akron Beacon-Journal (E & S)	20,725,929
17.	Atlanta Journal & Constitution (E & S)	20,262,264
18.	Cleveland Plain-Dealer (M & S)	20,144,913
19.	Indianapolis Star (M & S)	19,432,219
20.	Toledo Blade (E & S)	19,390,130
21.	Newark News (E & S)	19,365,015
22.	Dallas News (M & S)	19,311,425
23.	Philadelphia Bulletin (E & S)	19,280,716
24.	Dayton News (E & S)	19,115,030
25.	Columbus Dispatch (E & S)	18,528,700
26.	Los Angeles Examiner (M & S)	18,508,975
27.	Pittsburgh Press (E & S)	18,137,554
28.	Memphis Commercial-Appeal (M & S)	18,098,490
29.	Syracuse Herald Journal & American (E & S)	18,020,470
30.	Kansas City Star (E & S)	17,889,470
31.	Denver Post (E & S)	17,732,303
32.	Toronto Star (E)	17,443,771
33.	Cleveland Press (E)	17,403,179
34.	Cincinnati Enquirer (M & S)	17,320,050
35.	Boston Herald (M & S)	17,070,706
36.	St. Paul Pioneer Press & Dispatch (E & S)	16,854,596
37.	Oakland Tribune (E & S)	16,336,851
38.	Montreal Star Evening & Standard Sun (E & S)	16,331,932
39.	San Francisco Examiner (M & S)	16,134,483
40.	Houston Post (M & S)	16,038,525
41.	Buffalo Evening News (E)	15,799,782
42.	Washington Post (M & S)	15,547,077
43.	Rochester Democrat & Chronicle (M & S)	15,484,215
44.	Louisville Courier-Journal (M & S)	15,399,066
45.	Fort Worth Star-Telegram (E & S)	15,071,655
46.	St. Petersburg Times (M & S)	15,039,406
47.	Seattle Times (E & S)	15,024,437
48.	Montreal La Presse (E)	14,921,208
49.	Baltimore American & News-Post (E & S)	14,787,172
50.	Grand Rapids Press (E)	14,755,752

The Chronicle's success as the Number One paper in the South's Number One market continuously mirrors the success of national and local advertisers who find this paper an outstandingly profitable medium.

The Houston Chronicle

R. W. McCARTHY, Advertising Director
M. J. GIBBONS, National Advertising Manager
THE BRANHAM COMPANY, National Representatives

FIRST IN HOUSTON IN CIRCULATION AND ADVERTISING FOR 38 CONSECUTIVE YEARS

TABLE II: CITIES WITH SIX OR MORE SUPERIOR POINTS

(arranged in order of population sequence)

Cities with Superior Points

In the main tables each city is ranked in each of the 10 classifications for its particular population group, and following the very popular innovation in the November 10, 1948, issue, these rankings have been further refined into "superior points."

Taking the population rank as a base or index figure, a city achieves a superior point if any of the rankings for the other nine items are equal to or better than its rank for population.

As a rough yardstick of quality such a compilation of superior points is useful and important but there are limitations and drawbacks. The ratings are more important in the case of population groups with a score or more of cities than in the smaller groups, such as the five cities with populations of one million or more.

Furthermore, the leading city in population is heavily handicapped, while the city at the bottom end of the classification group receives an automatic boost which it does not necessarily deserve. Cities in the first four population groups may be used to illustrate this point:

New York City being first in population, has no chance to exceed that rating in any other classification, whereas Detroit, ranking at the bottom of this group—fifth in population—cannot be *worse* than its population rank in any of the other classifications.

The position of Seattle and Long Beach at the top of arbitrary population divisions prevents them from showing at their best; but each of these cities when consolidated with the population group *next above* comes out with the maximum number of points. They are therefore included in the list that follows.

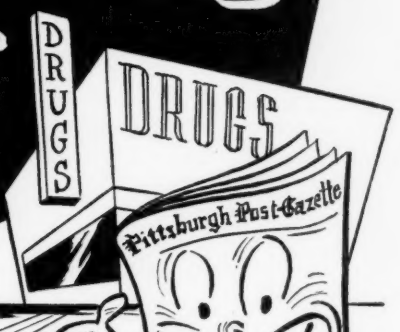


ONLY NEWSPAPERS CAN

ROUTE your ADVERTISING AS YOU ROUTE your SALESMEN

Effectively and Economically

TO SELL MORE DRUG PRODUCTS



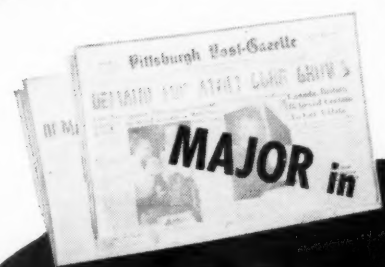


IN PITTSBURGH for example, THE POST-GAZETTE

double-teams with your salesmen perfectly in sending the million central city folks into Pittsburgh's Drug Stores—then travels beyond to send two million more around the corner in their own hometowns to buy your products from the drug stores in the 144 neighboring cities of 1,000 to 75,000 population.



- **Second in Central City Circulation with one-third the population.**
- **First by Far in the 144 neighboring cities within a 50-mile radius —two-thirds of the population.**



Pittsburgh's

POST · GAZETTE

One of America's Great Newspapers

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT



One Alone

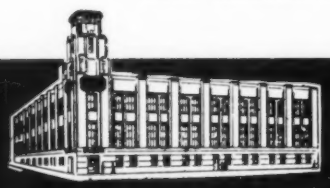
COVERS THE RICH

$800-MILLION AKRON MARKET

Akron's ONLY daily and Sunday newspaper enjoys the unique distinction of covering one of the country's largest and richest markets.

Sell every Beacon Journal reader and you sell the *entire* Akron market. That's why we say, "In Akron, ONE and ONE ALONE can do an adequate selling job for you."

John S. Knight, publisher
Story Brooks & Finley,
National Representatives



AKRON BEACON JOURNAL

CITIES WITH SIX OR MORE SUPERIOR POINTS

GROUP 1

Cities with Population Over 1,000,000

CITY AND STATE	POPULATION	SUPERIOR POINTS
New York City, N. Y.	7965.6	6
Chicago, Ill.	3651.5	8
Los Angeles, Cal.	2000.5	8
Detroit, Mich.	1881.6	9
	15499.2	

GROUP 2

Cities with Population Between 500,000 and 1,000,000

Washington, D. C.	811.8	8
San Francisco, Cal.	777.4	8
Pittsburgh, Pa.	682.6	7
Houston, Texas	603.5	6
Minneapolis, Minn.	524.7	9
Cincinnati, Ohio	509.2	9
	3909.2	

GROUP 3

Cities with Population Between 250,000 and 500,000

Seattle, Wash.	472.7	9
Indianapolis, Ind.	431.4	8
Oakland, Cal.	389.0	8
Portland, Ore.	377.9	8

GROUP 3 (con't)

CITY AND STATE	POPULATION	SUPERIOR POINTS
Toledo, Ohio	306.6	7
Fort Worth, Texas	281.3	7
Akron, Ohio	277.9	6
Providence, R. I.	253.5	7
Miami, Fla.	253.4	9
Omaha, Neb.	250.5	9
	2821.5	

GROUP 4

Cities with Population Between 100,000 and 250,000

Long Beach, Cal.	249.5	9
Hartford, Conn.	180.0	7
Flint, Mich.	166.6	6
Sacramento, Cal.	138.8	9
Albany, N. Y.	136.6	6
Shreveport, La.	127.6	7
Scranton, Pa.	126.3	6
Knoxville, Tenn.	125.8	6
Canton, Ohio	118.3	8
South Bend, Ind.	117.5	9
Elizabeth, N. J.	114.4	6
Peoria, Ill.	112.9	9
Wilmington, Del.	112.1	8
Evansville, Ind.	111.6	7
Reading, Pa.	110.5	8
Corpus Christi, Texas	109.7	8
Phoenix, Ariz.	107.7	8
Allentown, Pa.	107.6	8
Pasadena, Cal.	106.3	9

GROUP 4 (con't)

CITY AND STATE	POPULATION	SUPERIOR POINTS
Waterbury, Conn.	105.9	8
Duluth, Minn.	105.7	7
Utica, N. Y.	103.2	9
Little Rock, Ark.	102.7	8
Richmond, Cal.	101.4	6
Lynn, Mass.	101.1	9
	2850.3	

GROUP 5

Cities with Population Between 50,000 and 100,000

Lansing, Mich.	93.9	6
Fresno, Cal.	92.5	7
Harrisburg, Pa.	90.3	7
Springfield, Ill.	81.8	7
Pontiac, Mich.	74.8	6
Davenport, Iowa	74.5	6
Evanston, Ill.	73.9	8
Charleston, W. Va.	73.8	6
Stockton, Cal.	73.3	9
Cedar Rapids, Iowa	73.0	8
Santa Monica, Cal.	72.9	8
Decatur, Ill.	68.7	6
Springfield, Mo.	67.3	6
Galveston, Texas	66.9	6
Chester, Pa.	66.7	6
Raleigh, N. C.	66.1	7
Waterloo, Iowa	65.2	7
Terre Haute, Ind.	65.0	7
Lancaster, Pa.	64.5	8

FIRST AGAIN IN WASHINGTON

ACCORDING TO THE PEOPLE



Harris & Ewing Photo

All Washington has acclaimed the new and improved format of the Times-Herald . . . the latest step in its program of expanded service to readers and advertisers. The capital's most widely read newspaper is now larger in page size, easier to read and richer in features. Each page provides proof that no expense or effort is being spared in order to make it Washington's most readable newspaper as well as its most informative.

NET PAID DAILY CIRCULATION

Sept. 30, 1951, Annual Post Office Statements

Daily Times-Herald	**268,310**	**Morning Post**	**190,966**
Evening Star	**228,152**	**Evening News**	**136,551**

Times Herald

(Reg. U.S. Pat. Off.)

WASHINGTON, D. C.

National Representative: Geo. A. McDevitt Co.

THE BIGGER AND BETTER TIMES-HERALD IN ITS NEW $3,500,000 DRESS


Times Herald

HOME

TAFT SAYS HE'LL RUN IN '52

Pakistan's Prime Minister Slain by Assassins

TELLS BELIEF IN VICTORY FOR REPUBLICANS

LAOMAT SHOT AS HE RISES TO MAKE TALK

BRITISH FIGHT MOBS IN SUEZ CANAL ZONE

100 Face P.G. Gaming Quiz; 3 Cops Linked

Dawn Patrol Renews Hunt For Big Plane

Yank Fliers Down 9 Red Jets, Hit 5

THE LEADER IN THE NATION'S CAPITAL

WEST PALM BEACH GIVES YOUR ADVERTISING THE **MIDAS TOUCH**

Offers you **$2.41** *for $1*

For every dollar of sales rung up in an average U.S. city West Palm Beach retailers ring up $2.41! Retail sales are more than double . . . 141% above . . . the national sales per capita. That's why this GROWING city—34th among the 248 cities in the 25-50,000 group—is SIXTH in total retail sales!

No matter what your product may be, West Palm Beach offers you a giant-size plus. Food sales are 77% above average! General merchandise 91%. Furniture-household-radio sales soar 208% above! Automotive sales are almost FOUR times average volume . . . 279% above par! Drug store sales 166%!

The "box score" at the right shows how this sales activity rates this city one of the top markets in the national group and in the state . . . for any product!

West Palm Beach offers you big sales extras. And its Perry Newspapers enable you to get your full share swiftly, economically—by providing thorough coverage of city and trading area . . . a prosperous year-round market of more than 128,000 people with $165,000,000 retail sales.

OUT IN FRONT
When It Comes to SALES

	(Thousands)	RANK In Group	RANK In State (All Cities)
Population	44.2	34	8
Retail Sales	$98,134	6	7
Food	16,494	11	7
Genl. Mdse.	9,297	26	6
Furn-Hshld	6,923	8	5
Automotive	32,381	3	4
Drug	2,812	8	7
Total Income	79,781	20	7
Per Capita Income	1,805	35	3
Per Family Income	5,502	70	2

The Palm Beach Post and Times

West Palm Beach, Florida

Representatives: John H. Perry Associates

New York — Chicago — Detroit — Atlanta — Philadelphia — San Francisco — Los Angeles

GROUP 5 (con't)

CITY AND STATE	POPULATION	SUPERIOR POINTS
San Bernardino, Cal.	64.2	6
Oak Park, Ill.	64.0	9
Johnstown, Pa.	63.6	8
Atlantic City, N. J.	62.5	8
New Rochelle, N. Y.	60.6	8
York, Pa.	60.5	8
Wheeling, W. Va.	59.2	6
Passaic, N. J.	58.7	8
Greenville, S. C.	58.7	7
Kalamazoo, Mich.	58.7	9
Port Arthur, Texas	58.3	8
Brookline, Mass.	57.8	6
Ogden, Utah	57.7	7
Lexington, Ky.	55.4	8
Holyoke, Mass.	55.2	6
Pittsfield, Mass.	53.9	7
Bay City, Wis.	53.6	8
Sioux Falls, S. D.	53.4	8
Green Bay, Wis.	53.1	7
Joliet, Ill.	53.1	8
Asheville, N. C.	53.1	8
Orlando, Fla.	53.1	9
Alhambra, Cal.	52.4	6
Jackson, Mich.	52.1	9
McKeesport, Pa.	51.9	9
Berwyn, Ill.	51.8	7
Lorain, Ohio	51.7	9
Woonsocket, R. I.	51.4	8
Hoboken, N. J.	51.3	7
Aurora, Ill.	51.1	9
Lima, Ohio	50.7	9
Warren, Ohio	50.6	9
Elmira, N. Y.	50.5	9
Norwalk, Conn.	50.3	9
Bloomfield, N. J.	50.1	8
Dubuque, Iowa	50.1	9
Battle Creek, Mich.	50.0	9
	3439.5	

GROUP 6

Cities with Population Between 25,000 and 50,000

CITY AND STATE	POPULATION	SUPERIOR POINTS
Inglewood, Cal.	47.0	6
Tucson, Ariz.	46.1	7
West Palm Beach, Fla.	44.2	8
White Plains, N. Y.	44.2	9
Salem, Ore.	43.9	6
Plainfield, N. J.	42.9	8
Newport News, Va.	42.6	6
Champaign, Ill.	39.9	7
Waukegan, Ill.	39.5	6
Tyler, Texas	39.5	6
Yakima, Wash.	39.2	8
Fargo, N. D.	38.7	7
Danville, Ill.	38.4	6
Moline, Ill.	37.8	8
Fort Lauderdale, Fla.	37.0	6
Port Huron, Mich.	36.4	9
Eugene, Ore.	36.4	8
Steubenville, Ohio	36.3	8
Lafayette, Ind.	36.1	7
Hazelton, Pa.	36.0	6
Pomona, Cal.	36.0	8
Bakersfield, Cal.	35.2	9
Easton, Pa.	34.9	8
Watertown, N. Y.	34.8	9
Boise, Idaho	34.7	9
Everett, Wash.	34.5	9
Appleton, Wis.	34.4	7
Bloomington, Ill.	34.4	9
Middletown, Ohio	34.2	7
Hutchinson, Kans.	34.0	8
Butte, Mont.	33.5	6
Reno, Nev.	33.5	7
Burlington, Vt.	33.4	8
Alton, Ill.	32.6	6
Cheyenne, Wyo.	32.5	7

GROUP 6 (con't)

CITY AND STATE	POPULATION	SUPERIOR POINTS
Newburgh, N. Y.	32.4	6
Clarksburg, W. Va.	32.2	8
Billings, Mont.	32.2	8
Bangor, Maine	31.9	8
Galesburg, Ill.	31.8	8
Lakeland, Fla.	31.6	8
New London, Conn.	30.9	9
Elyria, Ohio	30.7	9
Clinton, Iowa	30.6	8
Marion, Ind.	30.6	6
Ferndale, Mich.	30.4	7
Middletown, Conn.	30.2	7
Fond Du Lac, Wis.	30.2	7
Massilon, Ohio	30.1	8
Daytona Beach, Fla.	30.0	9
Huntington Park, Cal.	30.0	9
Beloit, Wis.	29.9	8
Ithaca, N. Y.	29.9	9
Parkersburg, W. Va.	29.9	6
Odessa, Texas	29.8	6
Fairmont, W. Va.	29.7	7
Sandusky, Ohio	29.6	8
Hackensack, N. J.	29.6	9
Beverly Hills, Cal.	29.5	9
Provo, Utah	29.4	8
Kingston, N. Y.	29.4	9
Michigan City, Ind.	28.9	9
Vancouver, Wash.	28.6	9
Shaker Heights, Ohio	28.5	6
Concord, N. H.	28.4	8
Barberton, Ohio	28.4	8
Lebanon, Pa.	28.4	8
Bremerton, Wash.	28.3	9
Torrington, Conn.	28.2	8
Framingham, Mass.	28.2	6
San Leandro, Cal.	28.1	8
Santa Fe, N. M.	28.1	6

THE QUAD-CITIES

ROCK ISLAND • MOLINE • EAST MOLINE • DAVENPORT

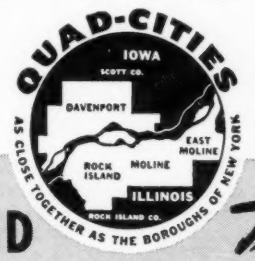


humming like a 4-motor plane!

Rock Island, Moline, East Moline, Davenport are busy. In fact the Quad-Cities is tagged a critical defense area. Famed as the "Farm Implement Capital of the World," this metropolitan area is also home of the Rock Island Arsenal plus 300 other diversified modern industrial plants. So you can see why 234,256 Quad-Citians are rated 14th in Effective Buying Income per capita. (Sales Management Survey of Buying Power.) The Quad-Cities is humming with production—and likewise with retail activity.

Good Marketing Men Know This 234,000 Market

What looks like a tough job is easy when you know that the Quad-City Metropolitan area is a 234,000 unit—instead of 4 separate cities. Alert space and time buyers have learned this fact and are using the knowledge to good advantage in schedule preparation. Up-to-date information is now available in a brochure that graphically portrays the Quad-City Market—clearly, concisely, completely. For your copy write to Dispatch or Argus (newspapers that cover 3 of the 4 Quad-Cities) or WHBF, Rock Island, Ill.



The ROCK ISLAND *Argus* — *The* MOLINE *Dispatch*

Quad-Cities' **WHBF** *am-fm-tv*

THE ALLEN-KLAPP CO. representing ARGUS & DISPATCH • AVERY KNODEL, INC. representing WHBF

You ALWAYS Get MORE in MIDDLETOWN

No matter how you analyze Middletown, it always stands out as a real buy among markets. This Sales Management study adds new proof that you always get more in Middletown . . .

Compared with all cities in its population group, Middletown scores 7 Superior Points out of a possible nine! And no wonder when you note how far above average it is in every sales and income factor.

34% above average in family retail sales . . . 46% above in family food sales . . . 16% in general merchandise . . . 24% in furniture-household-radio . . . 25% in automotive . . . 45% in drug . . . 26% in family income.

Your Middletown sales can show comparable pluses . . . when you use THE PRESS—the only paper covering Middletown and rich Middlesex County. In fact, with THE PRESS you always get MUCH MORE in Middletown.

THE MIDDLETOWN PRESS

MIDDLETOWN, CONN.

Represented by

The Julius Mathews Special Agency, Inc.

Middletown's Rank In Its Population Group

	TOTAL		USA		REGION		STATE	
	1947	1950	1947	1950	1947	1950	1947	1950
Population	27,900	30,200	212	168	31	23	10	9
Retail Sales	$29,539,000	$36,210,000	187	180	20	14	9	5
Food	$7,157,000	$8,850,000	193	153	29	14	10	8
General Mdse.	$4,047,000	$3,649,000*	143	148	9	24	2	3
Furniture-Household	**	$1,817,000*	*	166	*	11	*	7
Automotive	**	$6,899,000	*	193	*	17	*	8
Drugs	$760,000	$993,000	188	161	21	17	6	8
Net Income	$30,889,000	$47,293,000	212	154	26	25	9	10
Income Per Family	$4,231	$5,698	152	96	19	9	8	7
Income Per Capita	$1,107	$1,566	182	56	20	13	8	6

* Furniture-Household included in General Mdse. in 1947

** Not ranked in 1947

Insist on

MODESTO

CALIFORNIA

1st in Retail Sales
1st in Food Sales
1st in Auto Sales
3rd in Drug Sales
3rd in Gen. Mdse Sales
13th in Radio-Furn. Sales

WHEN SELLING CALIFORNIA
YOUR ADVERTISING DOLLAR BUYS
MORE

AND

Insist on

KMOD

1ST IN MODESTO*

*(Conlan Listener Survey Sept. 1951)

ABC NETWORK

YOUR ADVERTISING DOLLAR BUYS*
MORE

In The Heart Of The Fabulous San Joaquin Valley

GROUP 6 (cont.)

CITY AND STATE	POPULATION	SUPERIOR POINTS
Tallahassee, Fla.	27.9	6
Mason City, Iowa	27.9	9
Manitowoc, Wis.	27.7	8
Iowa City, Iowa	27.3	8
Gainesville, Fla.	27.2	9
Charlottesville, Va.	27.2	9
Grand Forks, N. D.	27.0	6
Sharon, Pa.	26.6	9
Aliquippa, Pa.	26.5	8
Alliance, Ohio	26.5	9
Salina, Kans.	26.5	7
Pocatello, Idaho	26.3	8
Kankakee, Ill.	26.3	9
Washington, Pa.	26.2	9
Roswell, N. M.	26.0	6
Redwood City, Cal.	25.9	9
Palo Alto, Cal.	25.8	9
Rapid City, S. D.	25.8	8
Morgantown, W. Va.	25.7	7
New Kensington, Pa.	25.6	9
Lockport, N. Y.	25.5	8
Gloucester, Mass.	25.4	9
Winona, Minn.	25.4	8
Jefferson City, Mo.	25.4	7
Temple, Texas	25.4	9
La Grange, Ga.	25.3	8
Laurel, Miss.	25.3	6
Fort Dodge, Iowa	25.3	9
Las Vegas, Nev.	25.3	9
North Tonawanda, N. Y.	25.1	9

GROUP 6 (cont.)

CITY AND STATE	POPULATION	SUPERIOR POINTS
Texarkana, Texas	25.1	8
Janesville, Wis.	25.1	9
	3254.8	

GROUP 7

Cities with Population Under 25,000

CITY AND STATE	POPULATION	SUPERIOR POINTS
Gastonia, N. C.	23.3	6
Monroe, Mich.	21.8	6
Uniontown, Pa.	20.7	6
Greeley, Colo.	20.6	7
Burlingame, Cal.	20.2	7
Glens Falls, N. Y.	19.7	6
Mankato, Minn.	19.1	8
Meadville, Pa.	19.1	9
Benton Harbor, Mich	19.0	7
Adrian, Mich.	18.8	8
Bismarck, N. D.	18.8	6
Santa Rosa, Cal.	18.3	8
Borger, Texas	18.2	8
Batavia, N. Y.	18.1	7
Peekskill, N. Y.	18.0	7
Rutland, Vt.	17.8	6
Twin Falls, Idaho	17.8	8
Ridgewood, N. J.	17.7	8
Modesto, Cal.	17.7	9
Clovis, N. M.	17.6	6
Bradford, Pa.	17.6	8

GROUP 7 (cont.)

CITY AND STATE	POPULATION	SUPERIOR POINTS
Denison, Texas	17.6	6
La Porte, Ind.	17.5	7
Greenfield, Mass.	17.5	8
Beaver Falls, Pa.	17.5	7
Medford, Ore.	17.5	9
Morristown, N. J.	17.4	9
Greensburg, Pa.	17.4	9
Ottawa, Ill.	17.2	7
Mount Clemens, Mich.	17.2	7
Asbury Park, N. J.	17.2	9
Logan, Utah	17.0	7
Ventura, Cal.	16.9	9
Fremont, Ohio	16.8	7
Braddock, Pa.	16.7	9
Pampa, Texas	16.7	6
Streator, Ill.	16.6	7
Monterey, Cal.	16.5	7
Nampa, Idaho	16.3	7
Marietta, Ohio	16.3	6
Victoria, Texas	16.3	6
Owosso, Mich.	16.2	8
Clayton, Mo.	16.2	7
Dover, N. H.	16.1	6
Olympia, Wash.	16.1	8
Klamath Falls, Ore.	16.1	8
Holland, Mich.	16.0	8
Birmingham, Mich.	15.8	8
Sunbury, Pa.	15.8	6
North Platte, Neb.	15.6	6
Escanaba, Mich.	15.5	6



The IDEAL TEST MARKET IN NEW ENGLAND

GREENFIELD—Franklin County, **MASSACHUSETTS**

You get a LOT for a LITTLE in a one-station area with a high buying index

WHAI has MORE LISTENERS than the NEXT 4 STATIONS COMBINED

	WHAI	B	C	D	E
Morning	47.0	11.8	4.8	.8	.2
Afternoon	48.9	11.8	8.3	1.7	.4
Evening	38.9	3.7	6.0	3.6	.1
TOTAL	44.7	8.9	6.6	2.2	.3

Audience Survey by E. J. Noonan, Boston — December, 1950

SALES MANAGEMENT'S MARKET RANKINGS list Greenfield as SUPERIOR on 8 out of 9 POINTS!

Represented by B. Bannan, Boston, and The Walker Co. in all major cities.

GROUP 7 (cont.)

CITY AND STATE	POPULATION	SUPERIOR POINTS
Merced, Cal.	15.4	9
West Chester, Pa.	15.3	9
Hickory, N. C.	15.0	6
Greenville, Texas	14.9	6
Fremont, Neb.	14.8	7
Grand Junction, Colo.	14.7	9
Hayward, Cal.	14.6	9
Midland, Mich.	14.6	6
Painesville, Ohio	14.6	6
San Luis Obispo, Cal.	14.5	8
Hanover, Pa.	14.3	6
Wooster, Ohio	14.2	7
Winchester, Va.	14.2	9
Salinas, Cal.	14.2	9
Hobbs, N. M.	14.1	6
Lewistown, Pa.	14.1	8
San Rafael, Cal.	14.1	9
Lodi, Cal.	14.0	8
Centralia, Ill.	14.0	8
Bradenton, Fla.	14.0	7
Coatesville, Pa.	14.0	6
Greenwood, S. C.	13.9	8
Sweetwater, Texas	13.9	6
Napa, Cal.	13.8	9
Oneonta, N. Y.	13.8	8
Connellsville, Pa.	13.5	7
Niles, Mich.	13.4	7
Maplewood, Mo.	13.4	9
Wenatchee, Wash.	13.3	9
San Fernando, Cal.	13.2	9
Goshen, Ind.	13.2	6

GROUP 7 (cont.)

CITY AND STATE	POPULATION	SUPERIOR POINTS
Lewiston, Idaho	13.1	9
Sterling, Ill.	13.0	7
Scottsbluff, Neb.	12.9	9
Salem, Ohio	12.9	8
Red Bank, N. J.	12.9	9
El Centro, Cal.	12.8	7
Great Bend, Kans.	12.8	8
Winnetka, Ill.	12.7	6
Tulare, Cal.	12.7	8
Suffolk, Va.	12.6	7
Chico, Cal.	12.5	9
Astoria, Ore.	12.4	9
Mitchell, S. D.	12.4	6
Fredericksburg, Va.	12.4	9
Kearney, Neb.	12.2	6
Mount Vernon, Ohio	12.2	6
La Grange, Ill.	12.1	9
La Salle, Ill.	12.1	8
Visalia, Cal.	12.0	9
Pendleton, Ore.	11.9	7
Indiana, Pa.	11.9	9
Ocala, Fla.	11.9	8
De Kalb, Ill.	11.8	9
Watsonville, Cal.	11.8	9
Dixon, Ill.	11.7	8
Somerville, N. J.	11.7	8
Du Bois, Pa.	11.7	6
Sheridan, Wyo.	11.6	7
Port Angeles, Wash.	11.5	8
Dodge City, Kans.	11.4	8
Norfolk, Neb.	11.4	8

GROUP 7 (cont.)

CITY AND STATE	POPULATION	SUPERIOR POINTS
Dover, N. J.	11.4	9
Oskaloosa, Iowa	11.2	7
Garden City, Kans.	11.0	7
Harrisonburg, Va.	11.0	8
Jamestown, N. D.	10.8	6
Caldwell, Idaho	10.7	7
Santa Maria, Cal.	10.6	9
Petaluma, Cal.	10.6	9
Barnstable, Mass.	10.5	9
Redding, Cal.	10.3	9
Albany, Ore.	10.2	7
Homestead, Pa.	10.1	9
Hanford, Cal.	10.0	9
Charleroi, Pa.	10.0	9
Kilgore, Texas	9.9	7
Kalispell, Mont.	9.8	9
Yuma, Ariz.	9.3	7
Lumberton, N. C.	9.3	7
Roseburg, Ore.	8.4	8
El Monte, Cal.	8.3	8
Vineland, N. J.	8.2	9
Grants Pass, Ore.	8.1	7
Marysville, Cal.	8.0	6
Kittanning, Pa.	7.8	8
Spencer, Iowa	7.5	6
Patchogue, N. Y.	7.5	9
Porterville, Cal.	7.0	8
Turlock, Cal.	6.3	9
Coos Bay, Ore.	6.1	9
Jenkintown, Pa.	5.2	8
	1992.5	

TABLE III: STATE RANKINGS, ALL CITIES $10 MILLION AND OVER IN RETAIL SALES

ALABAMA

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Birmingham	302.5	1	1	1	1	1	1	1	1	2	2
Mobile	128.8	2	2	2	2	2	2	2	2	1	1
Montgomery	106.4	3	3	3	3	*	3	*	3	5	4
Gadsden	56.2	4	4	4	4	3	5	3	4	8	11
Tuscaloosa	46.9	5	5	6	7	4	4	6	5	4	7
Anniston	31.6	6	6	7	6	5	6	4	6	9	9
Bessemer	28.9	7	8	5	8	6	9	5	7	10	10

ALABAMA (cont.)

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Florence	24.1	8	11	11	10	*	10	*	8	3	5
Selma	22.8	9	12	9	9	10	7	8	12	21	19
Dothan	21.9	10	9	12	13	9	11	*	9	7	8
Decatur	20.2	11	10	8	11	7	12	7	10	12	6
Prichard	19.2	12	16	10	22	13	13	15	11	11	12
Huntsville	16.6	13	7	13	5	*	8	*	13	14	13
Talladega	13.4	14	19	16	17	12	19	*	18	18	21

* Withheld to avoid disclosure.

Code Used in State Rankings

P = Population
R = Retail sales, total
F = Food
G = General Merchandise
H = Household-Furniture-Radio
D = Drugs
A = Automotive
I = Net Effective Income dollars
IF = Net E.B.I. per Family
IC = Net E.B.I. per Capita

It's **WAPX** the ABC Affiliate in **MONTGOMERY**

Where 1950 Effective Buying Income Was Over

$150,000,000!!

During the ten-year period from 1939 to 1950, the Montgomery metropolitan area recorded the following increases:

Total Retail Sales up 230%
Food Sales up 264%
Furniture-Household-Radio Sales up 242%
Automotive Sales up 304%

. . . And this does *not* include the tremendous PX and Commissary sales at the Maxwell Field and Gunter Field Air Force bases.

Station WAPX helps you sell this market with radio advertising *plus* the following merchandise aids:

Mail Promotion
Express Truck Billboards
Lighted Marque, downtown
Promotion Announcements
Screen Advertising
Highway Signs
Bus Cards
Personal Appearances
Theatre Displays
Newspaper Display Ads

*The Progressive Station—***WAPX***—Montgomery, Alabama*

National Representatives: The Walker Company

Look again . . . And it's STILL Richmond, California

CITIES	POPULATION SM EST. 1/1/51		RETAIL SALES — 1950 SM ESTIMATES									
			TOTAL SALES		Food		General Mdse.		Furn.-House. Radio		Drug		Automotive	
	Group Rank	in Thousands	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars
Richmond, California . . .	66	101.4	66	71,661	62	25,788	66	5,083	63	5,335	65	1,683	61	17,120

This means that Richmond is the *only* city of 50,000 or more in the entire San Francisco Bay Area superior in all six sales classifications. Still, as always, covered *only* by the Richmond Independent.

ALABAMA (cont.)

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Opelika	12.4	15	14	15	16	15	*	*	14	20	17
Sheffield	10.9	16	18	17	21	18	14	12	16	16	16
Sylacauga	9.7	17	15	14	18	14	16	9	19	17	18
Andalusia	9.3	18	21	19	15	17	18	14	17	13	14
Jasper	8.7	19	13	18	12	8	17	10	20	15	15
Cullman	7.5	20	17	21	14	16	*	*	15	6	3
Alexander City	6.5	21	20	20	20	11	15	11	21	19	20
Athens	6.3	22	22	22	19	*	20	13	22	22	22
	910.8										

ARIZONA

Phoenix	107.7	1	1	1	1	1	1	*	1	3	2
Tucson	46.1	2	2	2	2	2	2	1	2	2	1
Mesa	17.1	3	4	3	3	3	5	2	3	8	8
Douglas	9.6	4	8	6	7	*	*	6	5	7	6
Yuma	9.3	5	3	4	5	*	*	4	4	4	4
Flagstaff	6.9	6	6	7	6	*	6	5	8	6	7
Prescott	6.8	7	5	5	8	4	4	3	6	5	5
Nogales	6.3	8	7	8	4	5	3	*	7	1	3
	209.8										

ARKANSAS

Little Rock	102.7	1	1	1	1	1	1	1	1	2	1
Fort Smith	48.5	2	2	2	2	2	2	2	2	3	4
North Little Rock	42.7	3	5	4	*	4	4	3	3	4	6
Pine Bluff	37.5	4	4	3	5	*	*	*	4	8	7
Hot Springs	29.7	5	3	5	3	*	*	*	5	13	5
El Dorado	23.3	6	6	6	9	*	3	4	6	5	3
Fayetteville	17.2	7	10	9	6	8	7	7	7	1	2
Jonesboro	16.6	8	8	10	7	3	6	6	8	6	8
Blytheville	16.4	9	7	8	4	5	5	5	10	18	16
Texarkana	16.1	10	9	7	*	6	8	11	9	10	9
Camden	11.5	11	12	11	8	*	9	9	12	19	19
Helena	11.3	12	11	12	12	7	10	10	11	21	15
Paragould	9.8	13	14	13	16	*	*	15	14	20	20
Conway	8.7	14	18	17	11	10	*	*	16	14	18
Hope	8.7	15	15	14	14	*	*	*	13	17	14
Forrest City	7.7	16	16	15	17	9	*	*	21	22	22
Magnolia	7.0	17	17	19	13	*	11	*	15	9	10
Batesville	6.5	18	21	21	20	12	*	13	17	7	11
Newport	6.3	19	20	16	15	11	*	14	19	16	17
Searcy	6.1	20	19	22	10	14	12	8	22	11	21
Springdale	5.9	21	13	18	19	*	14	16	18	15	13
Osceola	5.1	22	22	20	18	13	13	12	20	12	12
	445.3										

CALIFORNIA

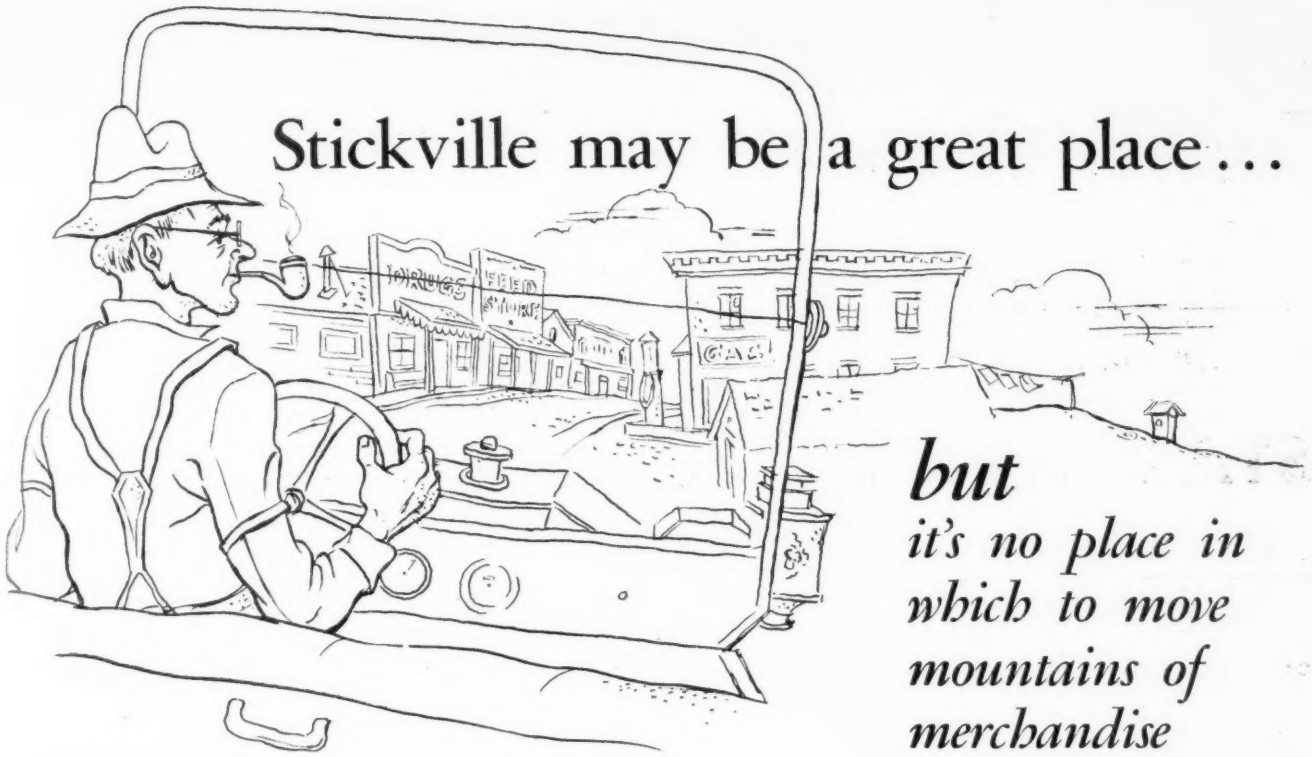
Los Angeles	2000.5	1	1	1	1	1	1	1	1	26	11
San Francisco	777.4	2	2	2	2	2	2	2	2	7	2
Oakland	389.0	3	3	3	3	3	3	3	3	34	22
San Diego	328.5	4	4	4	4	4	4	4	5	97	76
Long Beach	249.5	5	5	5	5	5	5	5	4	43	6
Sacramento	138.8	6	6	6	6	6	6	6	6	15	7
Berkeley	115.6	7	15	9	18	20	12	20	8	21	19
Pasadena	106.3	8	7	7	7	7	7	7	7	14	3
Richmond	101.4	9	21	12	23	22	26	24	14	112	114
Glendale	97.5	10	10	8	11	12	10	8	9	24	16
San Jose	97.1	11	9	10	8	9	9	11	11	70	61
Fresno	92.5	12	8	11	9	8	8	9	10	36	38
Burbank	80.0	13	18	15	30	25	16	14	17	96	105

CALIFORNIA (cont.)

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Stockton	73.3	14	11	13	15	11	15	12	12	22	31
Santa Monica	72.9	15	13	14	14	14	11	13	13	65	36
Alameda	64.8	16	33	19	69	35	20	35	15	55	52
San Bernardino	64.2	17	16	16	12	15	14	17	18	84	86
Alhambra	52.4	18	23	22	25	16	23	18	24	80	79
South Gate	51.8	19	36	23	92	44	31	37	28	79	95
Compton	49.0	20	26	25	60	36	28	21	26	68	84
Riverside	47.4	21	25	26	19	23	24	22	22	59	56
Belvedere	47.1	22	97	43	76	91	113	119	32	92	120
Inglewood	47.0	23	19	18	13	17	18	27	21	35	44
Santa Ana	46.5	24	22	24	20	18	22	23	25	67	57
Santa Barbara	45.8	25	20	20	36	21	21	26	20	38	25
San Mateo	42.4	26	37	33	31	30	41	85	19	9	17
Pomona	36.0	27	27	30	32	24	29	32	27	27	30
Bakersfield	35.2	28	12	17	10	13	17	10	23	11	9
Huntington Park	30.0	29	24	31	17	19	19	16	29	25	14
Beverly Hills	29.5	30	14	28	49	10	13	15	16	1	1
San Leandro	28.1	31	39	21	51	65	30	44	39	69	81
Lynwood	26.1	32	77	46	99	52	78	105	33	31	40
Redwood City	25.9	33	45	37	48	41	56	63	37	45	63
Redondo Beach	25.8	34	70	39	90	63	89	78	44	76	78
Palo Alto	25.8	34	31	40	29	31	32	33	30	18	20
Whittier	24.4	36	41	44	39	32	38	31	36	46	42
Vallejo	23.7	37	28	29	28	27	39	25	43	73	64
Arcadia	23.5	38	65	49	111	90	61	114	31	16	10
Eureka	23.4	39	32	36	22	29	53	29	47	90	68
Ontario	23.3	40	55	48	65	42	55	47	52	102	101
Torrance	22.7	41	91	71	94	57	59	103	46	51	55
Santa Cruz	22.3	42	38	34	33	37	40	52	48	106	73
Montebello	22.2	43	100	83	113	98	76	106	38	20	34
Oxnard	21.9	44	57	51	66	62	73	73	57	91	106
National City	21.6	45	79	55	96	66	77	84	65	110	112
Monrovia	20.7	46	59	47	54	49	86	55	40	33	26
San Gabriel	20.6	47	69	38	104	105	87	72	35	6	13
Monterey Park	20.6	47	114	89	*	95	74	113	45	42	41
Burlingame	20.2	49	43	32	62	40	52	30	34	3	4
Culver City	20.0	50	63	61	103	89	42	69	54	87	80
South San Francisco	19.7	51	119	87	93	110	*	115	63	82	98
Redlands	18.8	52	72	67	58	51	63	79	73	117	109
El Cerrito	18.4	53	109	70	114	83	92	118	76	114	111
Santa Rosa	18.3	54	29	42	21	26	27	40	53	78	65
Albany	17.9	55	89	97	115	101	102	60	41	10	15
Modesto	17.7	56	17	27	16	28	25	19	50	40	47
South Pasadena	17.3	57	110	104	110	86	37	100	42	28	5
Ventura	16.9	58	35	41	27	46	35	34	49	23	23
Hawthorne	16.6	59	102	74	84	76	67	101	60	56	69
Monterey	16.5	60	48	58	46	48	70	36	62	72	70
Chula Vista	16.2	61	93	68	100	75	83	108	80	103	104
Bell	15.5	62	81	45	82	53	112	95	56	61	46
Merced	15.4	63	34	52	38	33	51	41	67	74	71
Daly City	15.4	63	92	86	109	112	97	58	75	88	85
Anaheim	14.8	65	68	76	55	59	65	59	84	109	109
Gardena	14.7	66	86	112	102	106	*	91	71	54	67
San Carlos	14.7	66	107	84	103	92	110	117	55	17	33
Hayward	14.6	68	51	50	52	38	49	50	68	50	62
San Luis Obispo	14.5	69	58	65	44	47	82	54	58	29	35
Salinas	14.2	70	30	35	24	45	36	28	51	8	12
Fullerton	14.2	70	76	80	81	56	80	57	69	41	54
San Rafael	14.1	72	44	54	26	55	46	43	61	32	36
Lodi	14.0	73	64	73	57	71	66	64	72	48	53

* Withheld to avoid disclosure.

Stickville may be a great place...



but

it's no place in which to move mountains of merchandise

SOME NEWSPAPERS may cover "Stickville" like a blanket, but we concentrate our circulation in the Los Angeles ABC City Zone. (In population it exceeds corporate Philadelphia; in retail sales it exceeds the cities of Philadelphia and Cleveland combined!) In this population-packed ABC City Zone we lead by thousands of circulation daily!



Wise advertisers seek volume where volume exists. That's why wise advertisers choose the...

Los Angeles Evening

HERALD EXPRESS

Los Angeles' evening BIG 1 NEWSpaper!

REPRESENTED NATIONALLY BY MOLONEY, REGAN AND SCHMITT, INC

Profile of a "*PLUS*" Market . . .

STAMFORD		Rank In Group	Quality Index Pop.—100
Population	74,293	46	100
Total Income	$144,439,000	22	147
Per Family Income	7,080	9	
Per Capita Income	1,931	14	147
Automotive Sales	25,709,000	37	178

. . . in a *RICH* State

	Rank in State	Above U.S. Average Stamford	Conn.
Population	5		
Retail Sales	5	27%	14%
Food	5	34%	28%
Furn-Hshld.	5	71%	18%
Automotive	4	78%	4%
Total Income	5	47%	21%
Per Family Income	3	57%	19%
Per Capita Income	5	47%	21%

Over 20,000 Families
. . . Over 21,000 Circulation

STAMFORD ADVOCATE STAMFORD, CONN.

Represented by The Julius Mathews Special Agency, Inc.

CALIFORNIA (cont.)

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Napa	13.8	74	50	53	35	60	50	46	64	52	39
Maywood	13.5	75	96	101	112	78	43	87	66	60	43
San Fernando	13.2	76	53	63	53	58	33	48	81	53	77
Oceanside	13.2	76	83	78	85	80	94	82	93	119	116
Pittsburg	13.0	78	75	72	47	61	64	104	97	108	117
El Centro	12.8	79	54	88	50	103	44	45	59	4	18
San Bruno	12.7	80	101	59	*	*	108	97	82	66	75
Tulare	12.7	80	52	82	37	68	60	62	85	71	90
Chico	12.5	82	46	57	40	67	45	42	74	47	45
Newport Beach	12.5	82	78	94	*	88	57	70	86	101	91
Brawley	12.2	84	82	81	78	108	90	94	70	5	28
Hermosa Beach	12.0	85	90	100	86	102	72	68	79	89	49
Visalia	12.0	85	47	60	34	39	58	49	83	64	72
Watsonville	11.8	87	60	66	42	73	71	77	88	94	93
Santa Paula	11.3	88	106	109	88	79	103	86	92	83	96
Antioch	11.2	89	120	99	106	93	101	111	104	115	118
La Mesa	11.1	90	113	105	105	*	*	92	94	107	100
Madera	10.6	91	71	79	80	84	84	74	90	58	87
Santa Maria	10.6	91	61	90	73	54	85	61	78	13	23
Petaluma	10.6	93	40	77	61	69	75	109	91	99	88
Corona	10.4	94	118	106	98	94	107	107	105	116	115
Redding	10.3	95	49	56	41	72	54	39	95	86	92
Hanford	10.0	96	56	91	64	34	62	66	87	30	48
Woodland	9.5	97	73	75	67	99	47	65	77	12	8
Delano	8.9	98	85	95	72	85	*	83	101	62	94
Roseville	8.9	98	95	102	91	81	99	71	100	93	89
Tracy	8.6	100	99	92	75	104	96	96	96	49	58
Martinez	8.4	101	103	110	87	74	88	81	108	105	107
El Monte	8.3	102	67	113	63	43	34	51	103	81	83
Marysville	8.0	103	42	69	*	*	*	38	98	57	59
Palm Springs	7.6	104	108	116	56	114	48	116	89	95	21
Porterville	7.0	105	62	85	43	50	68	53	110	100	99
Escondido	6.8	106	80	103	83	*	*	67	113	120	119
Calexico	6.5	107	112	98	59	113	91	112	99	2	27
Ukiah	6.3	108	94	108	71	*	*	90	109	63	66
Laguna Beach	6.3	108	87	96	101	87	69	88	106	75	51
Turlock	6.3	110	66	93	70	77	81	76	102	37	29
North Sacramento	6.1	111	88	64	107	70	95	89	107	44	50
Oroville	5.4	112	74	62	45	82	79	75	114	118	102
Grass Valley	5.4	112	116	111	89	100	105	98	117	113	113
Gilroy	5.1	114	115	118	97	109	93	110	116	98	97
Red Bluff	5.0	115	104	120	68	107	109	99	112	77	74
Paso Robles	4.9	116	98	117	77	111	100	80	119	111	108
Auburn	4.7	117	105	115	74	97	98	102	115	104	82
Carmel	4.4	118	117	107	*	*	106	*	111	19	32
Reedley	4.2	119	111	119	95	96	111	93	120	85	102
Taft	3.8	120	84	114	79	64	104	56	118	39	60
	6673.0										

COLORADO

Denver	419.5	1	1	1	1	1	1	1	1	3	2
Pueblo	64.6	2	2	2	2	3	*	2	2	7	6
Colorado Springs	46.0	3	3	3	*	2	2	3	3	9	4
Greeley	20.6	4	4	4	4	4	*	4	4	1	1

COLORADO (cont.)

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Boulder	20.2	5	8	6	9	5	5	9	5	10	5
Englewood	16.9	6	7	5	7	9	3	6	8	17	17
Fort Collins	15.2	7	6	8	5	7	6	8	7	14	13
Grand Junction	14.7	8	5	7	3	6	4	5	6	6	7
Trinidad	12.4	9	11	9	6	16	*	*	11	16	16
Longmont	8.2	10	10	11	*	10	8	10	10	12	10
La Junta	7.8	11	15	13	8	11	13	13	9	2	3
Lamar	7.8	11	14	16	11	17	7	12	13	4	12
Sterling	7.6	13	9	10	*	8	11	7	12	5	8
Durango	7.5	14	13	12	12	14	*	*	14	13	14
Loveland	6.9	15	17	15	13	13	10	15	16	15	15
Fort Morgan	5.4	16	16	17	14	15	12	14	15	11	9
Alamosa	5.3	17	12	14	10	12	9	11	17	8	11
	686.6										

CONNECTICUT

Hartford	180.0	1	1	2	1	1	1	1	1	4	3
New Haven	165.9	2	3	3	3	3	3	3	3	14	10
Bridgeport	161.9	3	2	1	2	2	2	2	2	11	9
Waterbury	105.9	4	4	4	4	4	4	5	4	10	13
Stamford	74.8	5	5	5	7	5	6	4	5	3	5
New Britain	74.8	6	6	6	5	6	5	6	7	13	17
Norwalk	50.3	7	7	7	13	7	10	7	8	7	6
West Hartford	45.1	8	12	8	*	12	7	10	6	1	1
Meriden	44.4	9	9	9	8	9	11	11	11	21	18
Greenwich	41.1	10	10	11	10	13	9	13	9	2	2
Bristol	36.5	11	16	13	15	15	19	15	12	12	14
Manchester	34.5	12	15	14	12	14	14	16	16	20	19
Stratford	33.7	13	22	19	24	26	17	20	10	5	4
West Haven	32.4	14	20	18	23	24	13	26	13	8	8
New London	30.9	15	8	10	6	10	8	8	15	16	11
Middletown	30.2	16	14	16	9	16	15	17	17	9	12
East Hartford	29.8	17	18	24	*	25	12	9	14	6	7
Torrington	28.2	18	17	15	14	18	20	18	18	18	20
Norwich	23.8	19	13	17	16	8	18	19	20	24	22
Danbury	22.8	20	11	12	11	11	16	12	19	15	16
Ansonia	19.0	21	21	21	20	17	22	21	22	23	23
Naugatuck	17.8	22	24	23	22	21	23	23	21	19	21
Willimantic	13.8	23	19	20	19	19	21	14	24	26	25
Wallingford	12.1	24	23	22	21	22	25	24	23	17	15
Derby	10.4	25	25	26	18	20	24	22	25	22	24
Putnam City	8.3	26	26	25	17	23	26	25	26	25	26
	1328.4										

DELAWARE

Wilmington	112.1	1	1	1	1	1	1	1	1	1	1
Dover	6.4	2	2	2	2	2	2	2	2	2	2
	118.5										

DISTRICT OF COLUMBIA

Washington	811.8	1	1	1	1	1	1	1	1	1	1
	811.8										

* Withheld to avoid disclosure.

Recognize it? You should...



IT'S AMERICA'S FASTEST-GROWING MARKET!

It's Miami in Florida!...a city which, in but 30 years, bean-stalked from a tiny town on Biscayne Bay to its present bright "Place in the Sun" of American enterprise. Today, Miami -- now 34th among the nation's major markets--is the year 'round home of some 500,000 prospering individuals who spend at the rate of a billion dollars a year.

Miami's most productive advertising medium -- the Daily News -- is as well one of America's fastest-growing newspapers...netting a 29% gain in circulation within a 24 months' period. Today, the Miami Daily News -- Florida's Largest and Liveliest Evening Newspaper -- is paying handsome dividends to alert sales managers who are cashing in on this ever-thriving market. You'll discover, as they have, that

DOLLAR-FOR-DOLLAR YOU'LL ENJOY A GREATER ADVERTISING RETURN IN THE

MIAMI DAILY NEWS



North Florida's CITY OF PROGRESS

A National PACE-SETTER in Ten Years

In ten years, Panama City's population has more than doubled . . . retail sales have multiplied *eight times!*

Today, this great port and industrial center is adding new significance to North Florida in the plans of marketing people and manufacturers choosing new plant sites. And it is setting a tough sales pace for larger cities . . .

This Sales Management study shows fast-growing Panama City ahead of its population rank . . . outselling larger cities . . . in every sales category for which data are available. And serving notice that its rapid growth is continuing . . . as new industries, new plant construction bring more people, more buying power.

Retail sales in 1950 gained 25% over 1948 Retail Census totals . . . compared with 20% for Florida, 8% for the nation. Panama City and trading area . . . with a total of 127,000 people and over $75,000,000 retail sales . . . is a "Perry" Market.

PANAMA CITY NEWS-HERALD

PANAMA CITY, FLORIDA — **RADIO STATION WDLP**

***Representatives:* John H. Perry Associates**

New York · Chicago · Detroit · Atlanta · Philadelphia · San Francisco · Los Angeles

FLORIDA (cont.)

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Gainesville	27.2	13	13	12	15	14	14	10	13	23	16
Panama City	26.9	14	16	16	14	*	*	*	14	32	23
Key West	22.3	15	25	20	20	22	26	21	22	19	32
Coral Gables	20.2	16	17	13	21	17	11	20	15	30	13
Sarasota	19.2	17	14	14	*	12	*	*	16	24	27
Clearwater	15.9	18	18	17	16	13	15	12	17	26	24

FLORIDA (cont.)

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Bradenton	14.0	19	20	19	12	19	16	13	20	29	25
Fort Pierce	13.8	20	21	23	*	21	23	*	23	21	29
St. Augustine	13.7	21	22	18	*	26	*	*	18	28	20
Fort Myers	13.5	22	19	21	13	18	*	*	24	20	30
Lake Worth	12.0	23	30	24	24	20	18	22	21	25	22
Sanford	12.0	23	23	25	25	25	27	*	*	27	13	28

* Withheld to avoid disclosure.

Code Used in State Rankings

P = Population
R = Retail sales, total
F = Food
G = General Merchandise
H = Household-Furniture-Radio
D = Drugs
A = Automotive
I = Net Effective Income dollars
IF = Net E.B.I. per Family
IC = Net E.B.I. per Capita

SARASOTA'S Sales Equal to City More Than Twice Its Size

With WSPB, Market Is Even LARGER . . . Adds Up to Rich Share of Florida's Sales

Shoppers from outlying communities swell Sarasota's retail sales to more than double average volume—106% above the national average! As a result, Sarasota . . . far ahead of fast-growing Florida in population and sales gains . . . is now outselling many larger markets.

Sarasota is becoming more and more important in your sales plans every day. The surest . . . and economical . . . way to sell this booming market is through WSPB, which reaches a two-county area with more than $73,000,000 retail sales.

WSPB CBS RADIO **SARASOTA, FLORIDA**

***Represented by* JOHN E. PEARSON COMPANY**

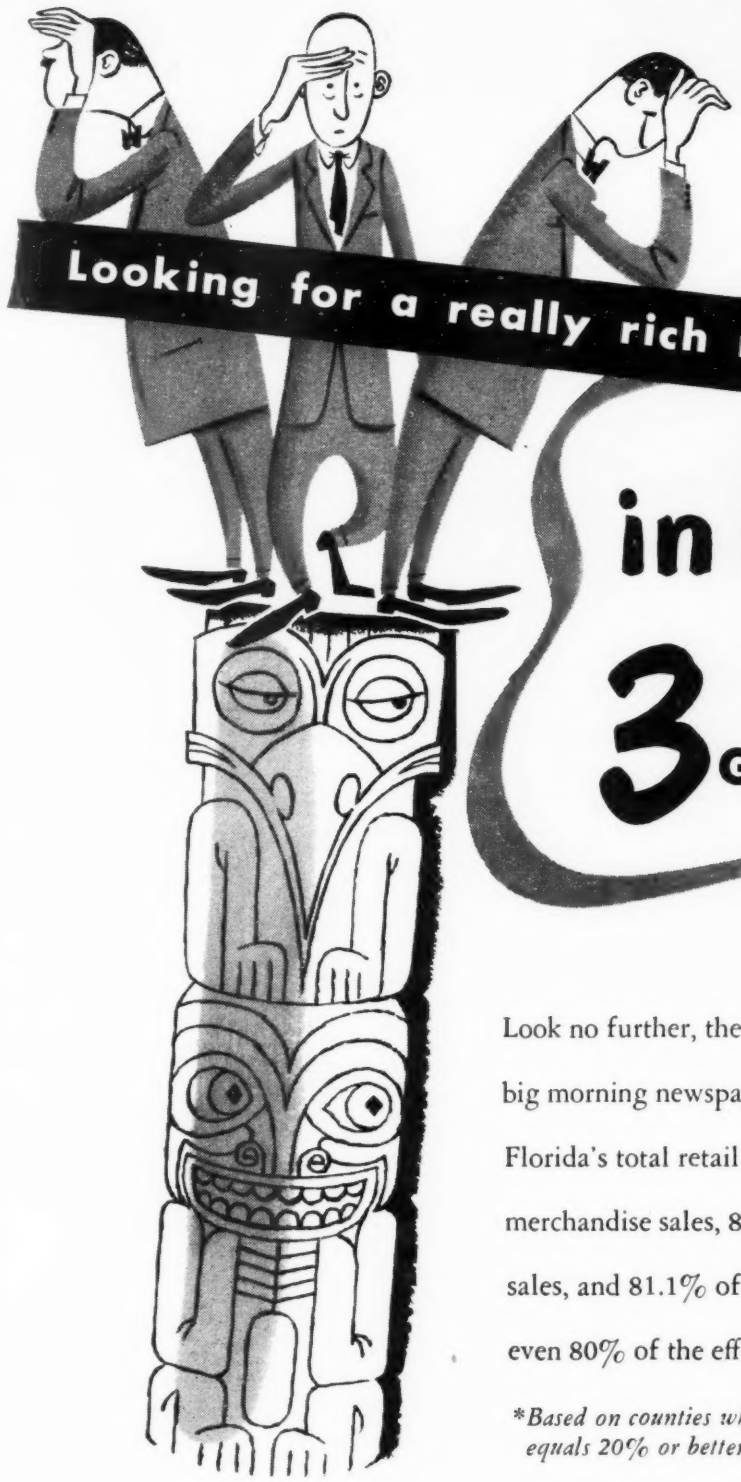
New York · Chicago · Kansas City

SARASOTA'S OUTSTANDING SALES PERFORMANCE

Sarasota ranks 116 in population (among 353 cities in the under-25M population group), BUT 39 in total retail Sales . . . 30 in Food . . . 47 in Furniture-Household-Radio Sales. (All other sales withheld).

IN FLORIDA, Sarasota is 17 in population among all cities, BUT 14 in total Retail Sales . . . 14 in Food . . . 12 in Furniture-Household-Radio . . . 16 in Total Income.

FLORIDA IS ONE OF AMERICA'S BIG, IMPORTANT, FASTEST-GROWING, YEAR-AROUND MARKETS, SO IF YOU'RE . . . . . .



Looking for a really rich market? . . .

in FLORIDA 3 WILL GET YOU 80*

Look no further, the territory covered by Florida's three big morning newspapers is really something — 80.47% of Florida's total retail sales, 80% of the general merchandise sales, 81.13% of food sales, 80% of drug sales, and 81.1% of furniture sales — even 80% of the effective buying income!

**Based on counties where combined circulation equals 20% or better of family coverage.*



Lowest Cost Coverage in Florida's Top Markets

FLORIDA TIMES-UNION

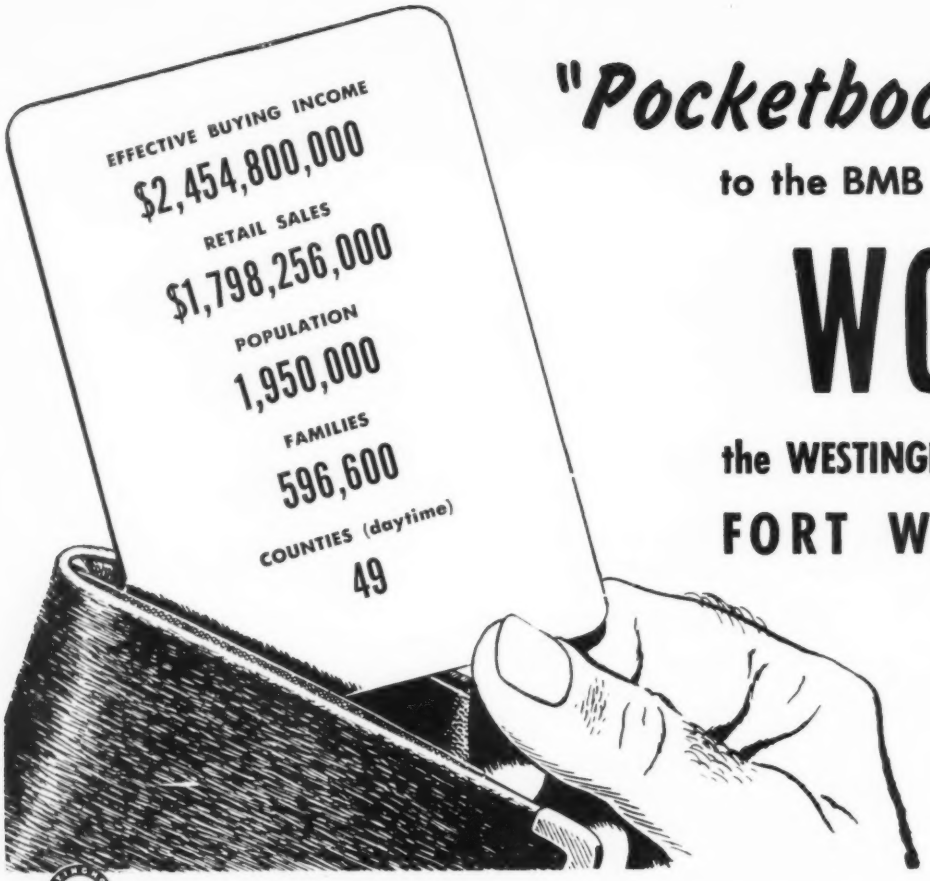
Jacksonville · National Representative · Reynolds-Fitzgerald, Inc.

TAMPA MORNING TRIBUNE

National Representative · Sawyer-Ferguson-Walker Company

MIAMI HERALD

National Representative · Story, Brooks & Finley, Inc., A. S. Grant, Atlanta



"Pocketbook Guide"

to the BMB area covered by

WOWO

the WESTINGHOUSE Station in

FORT WAYNE, IND.

Represented nationally by
Free & Peters
NBC Affiliate

Figures compiled from
Sales Management statistics

WESTINGHOUSE RADIO STATIONS Inc

FLORIDA (cont.)

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Ocala	11.9	25	15	22	17	15	17	*	19	17	17
Plant City	9.4	26	26	27	22	24	21	16	25	10	18
Palatka	9.4	26	27	29	18	*	*	*	29	12	21
De Land	8.7	28	28	28	*	*	20	18	26	*	8
Winter Haven	8.6	29	24	26	19	23	19	14	28	18	11
Lake City	7.7	30	31	31	*	28	*	19	31	27	26
Quincy	6.8	31	32	30	23	25	22	17	32	31	31
Palm Beach	4.0	32	29	32	*	16	24	*	30	1	1
	1279.8										

GEORGIA

Atlanta	331.3	1	1	1	1	1	1	1	1	5	5
Savannah	121.2	2	2	2	2	*	2	2	2	4	4
Columbus	80.6	3	3	3	*	*	*	*	3	7	8
Augusta	72.4	4	4	4	*	2	*	*	5	18	16
Macon	71.0	5	5	5	3	*	3	*	4	10	7
Albany	31.4	6	7	8	5	3	6	4	6	8	9
Rome	30.0	7	6	6	4	*	4	*	8	14	12
Athens	28.5	8	8	7	*	*	8	6	7	9	10
La Grange	25.3	9	14	10	11	6	10	10	11	15	19
Decatur	21.9	10	13	9	16	13	5	5	9	1	1
East Point	21.9	10	12	12	23	10	15	3	10	2	2
Marietta	20.9	12	10	13	6	14	7	8	12	13	11
Valdosta	20.2	13	16	17	8	7	*	9	14	17	17
Waycross	19.0	14	11	16	*	4	9	7	13	11	13
Brunswick	18.3	15	17	15	*	*	12	12	15	22	22
Dalton	16.2	16	18	11	*	8	13	11	18	31	31
Thomasville	14.6	17	20	19	14	20	14	*	17	29	29
Griffin	14.2	18	15	14	9	9	*	*	16	16	14
Gainesville	12.1	19	9	22	7	5	11	*	19	24	24
Moultrie	11.8	20	19	18	13	11	16	16	21	23	27
Americus	11.5	21	22	20	20	19	*	*	20	26	25
Dublin	10.3	22	23	25	12	12	18	14	27	30	30
Cedartown	9.6	23	30	24	19	15	20	18	22	12	15
Cordele	9.5	24	25	28	10	18	*	15	24	25	21
Newnan	8.3	25	29	27	15	*	*	*	26	19	20
Douglas	7.5	26	28	29	*	*	17	17	29	20	28
Cartersville	7.4	27	27	26	17	17	21	*	28	21	22

GEORGIA (cont.)

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Tifton	6.9	28	21	23	21	*	*	*	23	3	3
Thomaston	6.7	29	26	21	22	*	*	13	25	6	6
Statesboro	6.2	30	31	30	18	16	19	*	30	27	26
West Point	4.2	31	24	*	*	*	*	*	31	28	18
	1070.9										

IDAHO

Boise	34.7	1	1	1	1	1	1	1	1	2	1
Pocatello	26.3	2	4	2	2	*	2	6	2	1	4
Idaho Falls	19.2	3	2	3	*	*	3	3	3	3	6
Twin Falls	17.8	4	3	5	4	2	4	2	4	4	3
Nampa	16.3	5	6	7	5	4	6	5	5	6	7
Lewiston	13.1	6	5	4	3	3	5	4	6	7	2
Coeur D' Alene	12.4	7	8	6	8	5	*	8	7	10	11
Caldwell	10.7	8	7	8	6	6	7	7	8	8	9
Moscow	10.6	9	10	9	7	7	*	11	9	9	8
Burley	6.0	10	9	11	*	*	*	*	10	5	10
Blackfoot	5.3	11	11	10	9	8	8	9	12	11	12
Weiser	4.0	12	12	12	*	*	*	10	11	12	5
	176.4										

ILLINOIS

Chicago	3651.5	1	1	1	1	1	1	1	1	20	20
Peoria	112.9	2	2	2	2	2	3	3	2	25	14
Rockford	93.7	3	3	3	3	3	4	6	3	26	22
East St. Louis	83.0	4	8	5	9	8	8	8	8	59	63
Springfield	81.8	5	4	4	5	4	2	4	5	36	33
Evanston	73.9	6	5	6	4	5	5	5	4	8	6
Decatur	68.7	7	7	9	7	6	9	7	9	43	38
Cicero	68.0	8	11	11	54	15	14	10	7	17	23
Oak Park	64.0	9	6	7	6	7	6	2	6	18	9
Joliet	53.1	10	9	8	8	9	7	12	13	39	50
Berwyn	51.8	11	24	15	37	24	22	21	10	14	15
Aurora	51.1	12	10	10	12	12	10	9	11	32	24
Rock Island	49.2	13	19	13	20	22	16	14	12	33	28
Elgin	44.0	14	16	12	11	21	18	20	14	27	27

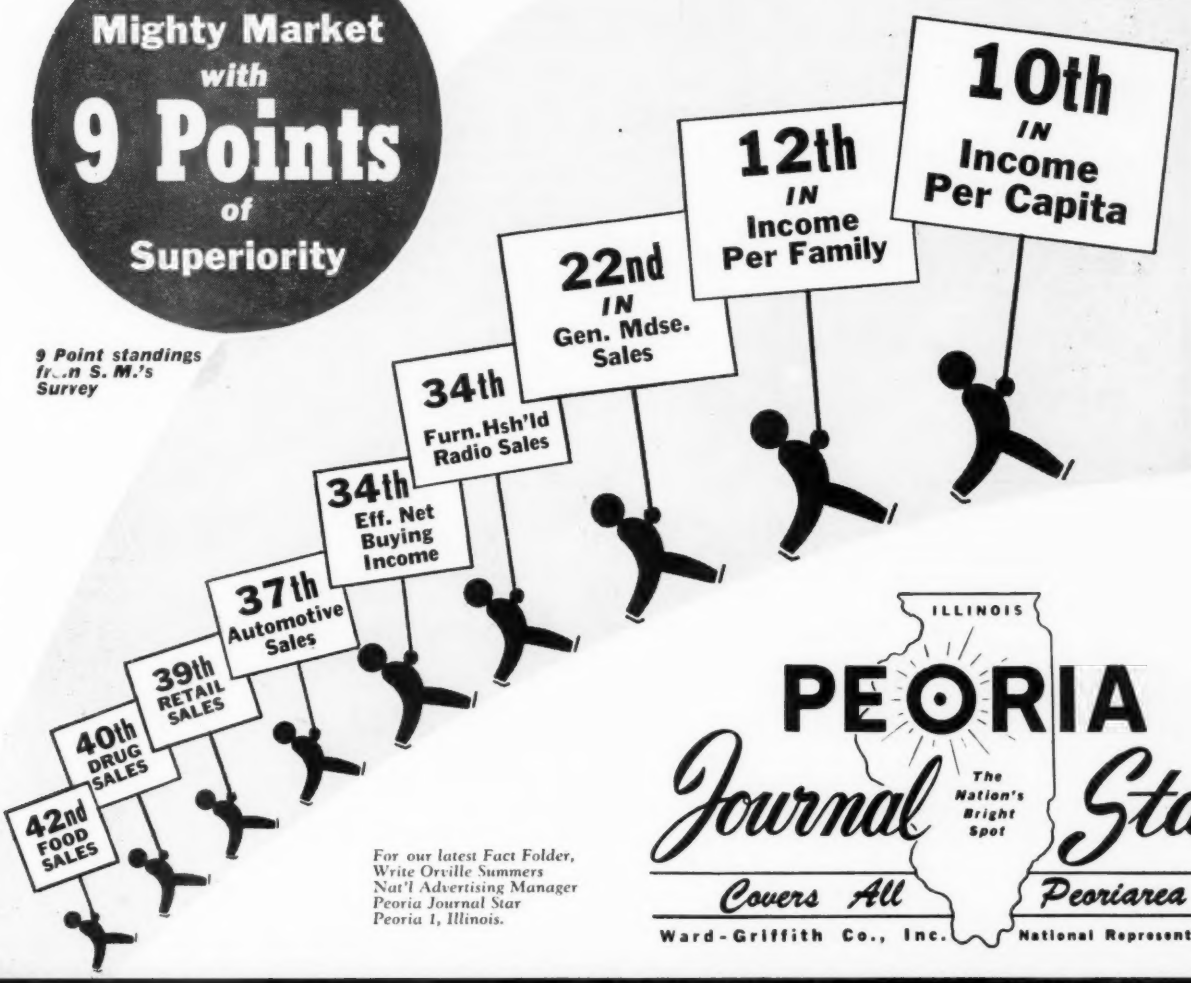
* Withheld to avoid disclosure.

PEORIA... 51st in POPULATION

In the 100M to 250M Group

A Mighty Market with 9 Points of Superiority

9 Point standings from S. M.'s Survey



For our latest Fact Folder, Write Orville Summers Nat'l Advertising Manager Peoria Journal Star Peoria 1, Illinois.

ILLINOIS

PEORIA Journal Star

The Nation's Bright Spot

Covers All Peoriarea

Ward-Griffith Co., Inc. National Representatives

Metropolitan Peoria (Pop. 250,512) Daily Circulation Ratio is 96.3%

ILLINOIS (cont.)

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Quincy	41.9	15	17	19	17	*	15	23	19	54	51
Champaign	39.9	16	12	25	14	14	12	13	15	11	12
Waukegan	39.5	17	14	14	13	17	19	15	18	30	35
Danville	38.4	18	13	20	10	11	11	19	20	58	39
Moline	37.8	19	20	16	15	16	13	17	16	29	26
Bloomington	34.4	20	15	17	19	13	17	16	17	21	10
Belleville	33.1	21	23	21	25	18	24	22	22	64	58
Alton	32.6	22	21	18	21	10	23	18	24	65	66
Galesburg	31.8	23	22	23	18	20	20	24	23	50	47
Granite City	29.4	24	32	28	48	29	35	28	34	70	78
Maywood	27.8	25	41	32	73	46	40	31	21	10	16
Kankakee	26.3	26	18	22	16	19	21	11	27	46	44
Chicago Heights	24.7	27	26	24	24	28	65	42	33	47	67
Urbana	23.3	28	53	36	39	66	31	77	25	23	21
Freeport	22.7	29	25	26	23	25	30	25	30	41	43
Pekin	22.1	30	36	33	45	33	*	36	36	51	52
Elmhurst	21.4	31	42	37	41	49	37	38	28	16	29
Harvey	20.8	32	38	29	50	48	27	49	32	28	37
Jacksonville	20.6	33	27	48	22	*	*	26	40	55	64
Elmwood Park	19.0	34	62	60	51	74	52	71	29	7	11
Wilmette	18.5	35	59	38	69	39	28	63	26	3	3
Mattoon	18.3	36	28	41	26	32	41	27	45	66	65
Blue Island	17.8	37	39	34	38	75	45	37	37	13	25

ILLINOIS (cont.)

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Ottawa	17.2	38	30	35	29	26	25	47	44	48	54
Kewanee	17.1	39	37	40	28	34	32	45	46	63	61
Highland Park	17.1	39	34	27	49	55	36	29	31	5	5
Park Ridge	16.7	41	55	53	*	62	44	32	35	6	7
Streator	16.6	42	29	30	30	27	46	44	47	45	57
Mount Vernon	15.8	43	33	45	32	*	42	33	54	71	73
Des Plaines	15.2	44	54	39	59	69	43	59	43	15	30
Forest Park	15.1	45	67	57	74	37	64	76	41	19	18
Skokie	15.0	46	78	66	*	77	62	75	39	12	13
Lincoln	14.5	47	50	61	47	36	58	50	60	74	75
East Moline	14.1	48	69	56	*	70	55	74	50	44	52
Centralia	14.0	49	35	52	36	31	33	30	52	62	62
Melrose Park	13.3	50	65	54	56	61	38	*	49	22	40
Sterling	13.0	51	46	47	31	30	47	53	55	60	55
Winnetka	12.7	52	44	51	61	40	29	51	38	2	2
Cairo	12.3	53	68	78	55	42	*	*	67	80	79
La Grange	12.1	54	31	43	27	43	26	34	48	4	8
Downers Grove	12.1	54	61	42	71	72	56	60	51	24	32
La Salle	12.1	56	43	50	43	23	49	55	57	38	56
Collinsville	12.1	56	74	59	67	53	63	67	64	72	72
Canton	12.0	58	48	44	40	35	51	52	61	67	60
De Kalb	11.8	59	40	49	35	47	34	35	59	61	48

* Withheld to avoid disclosure.

FORT WAYNE

Indiana's Golden Zone Market

1st in the State . . 6th in the Nation
IN FAMILY BUYING POWER

MARKET HIGHLIGHTS

- A self-contained market comprising 13 counties; population: 450,915.
- A stable market of diversified industries and agriculture.
- Fort Wayne—a great retail center, important wholesale center. Excellent transportation and shipping facilities. Big banking center.
- Retail Sales, Fort Wayne ABC Area, 1950—$435,830,000.
- A $92,000,000 grocery market.
- Auto ownership 36% above national average.
- City of Fort Wayne—highest Effective Buying Income Per Family of all cities in the U. S. between Washington, D. C., and San Francisco.
- "A Superior, exceptionally well-balanced city" — Sales Management.
- Nationally recognized as a great test market.

With $6,240 Effective Buying Income Per Family, Fort Wayne Metropolitan County ranks first in Indiana . . . 42% above state average.

It ranks 6th highest among all Metropolitan Counties in the U.S. . . . 38% above the national average.

It outranks the average of all Metropolitan Counties in the nation by 19%. Fort Wayne is the market center for one of the Mid-West's best ABC Retail Trading Areas . . . and a great distributing center.

Home coverage by Fort Wayne Newspapers, daily and Sunday, is outstandingly high. Daily home coverage: 100% of Fort Wayne Metropolitan County; 78% of the entire ABC Retail Trading Area.

Merchandising co-operation offered general advertisers is more, much more, than they usually expect . . . and it gets results. Advance mailings, Weekly Grocery Bulletin, Monthly Merchandisers in 3 editions — Grocery, Drug, Liquor . . . Route lists, Tie-in ads. Write for complete information.

NEW MARKET BOOK

A new 28-page "Fort Wayne Market" book, complete with market map, sales records, and other valuable market information. Write for a copy today.

GROCERY INVENTORY

This monthly Grocery Inventory provides a continuous audit of consumer purchases of competitive Brands of grocery products in a panel of stores covering Allen County.

The News-Sentinel — **THE JOURNAL-GAZETTE**

GOLDEN ZONE

Fort Wayne Newspapers, Inc., Agent — FORT WAYNE, INDIANA

Nationally Represented by Allen-Klapp Co., New York, Chicago, Detroit.

ILLINOIS (cont.)

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Dixon	11.7	60	47	46	34	44	50	54	58	53	46
River Forest	11.2	61	45	31	*	67	*	*	42	1	1
Harrisburg	11.2	61	58	69	42	45	66	72	70	78	80
Carbondale	11.1	63	64	71	68	51	57	41	56	31	36
Macomb	10.7	64	51	62	33	50	53	61	53	35	17
Monmouth	10.3	65	52	64	46	52	*	39	62	52	49
Paris	9.9	66	56	63	44	65	39	62	69	73	70
Belvidere	9.5	67	66	58	*	71	61	58	74	76	77
Herrin	9.5	67	72	68	62	60	68	56	73	79	76
Charleston	9.3	69	77	73	*	63	*	64	65	56	45
Taylorville	9.2	70	49	55	53	41	54	40	71	69	69
Pontiac	9.1	71	70	72	57	57	60	68	68	57	59
Edwardsville	8.9	72	60	67	60	58	48	57	66	40	41
Mount Carmel	8.8	73	75	76	*	*	*	*	75	77	74
Olney	8.6	74	63	80	58	*	*	48	80	81	81
Murphysboro	8.5	75	73	77	66	38	72	*	76	75	71
Woodstock	7.3	76	76	65	52	59	67	73	63	9	4
Effingham	7.0	77	57	75	63	64	69	46	72	34	34
Morris	7.0	77	80	70	70	68	70	70	79	68	68
Salem	6.2	79	82	74	72	56	59	65	78	49	42
Princeton	5.8	80	71	79	65	54	*	66	77	37	19
Fairfield	5.6	81	79	82	*	73	*	43	82	82	82
Watseka	4.3	82	81	81	64	76	71	69	81	42	31
	5701.4										

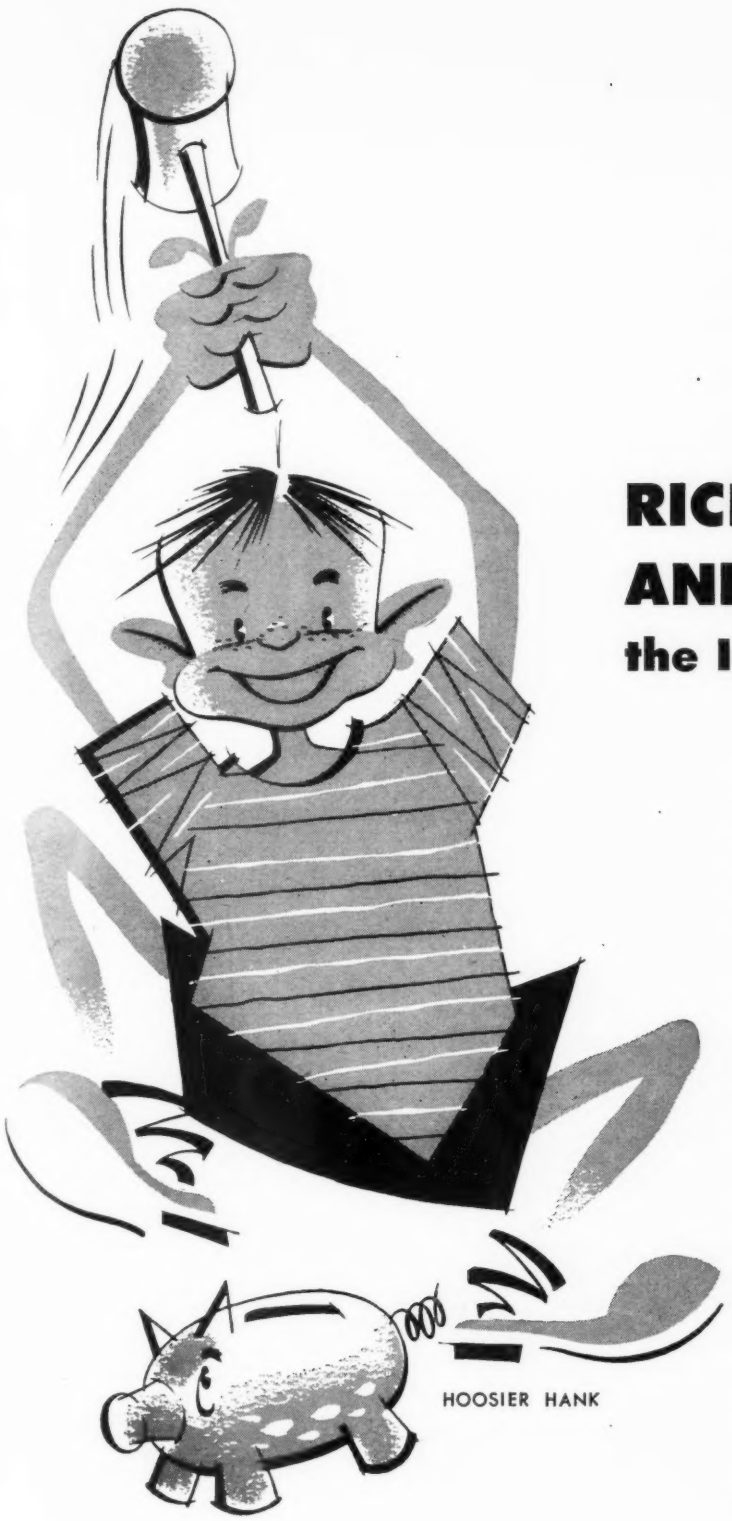
INDIANA

Indianapolis	431.4	1	1	1	1	1	1	1	1	2	2
Fort Wayne	134.8	2	3	3	2	3	2	3	2	1	1
Gary	134.6	3	5	2	4	4	4	7	3	5	4
South Bend	117.5	4	2	5	3	2	3	2	5	7	5
Evansville	111.6	5	4	4	5	*	*	4	4	3	3
Hammond	88.8	6	6	6	7	5	6	5	6	6	9
Terre Haute	65.0	7	7	7	6	6	5	6	7	32	14
Muncie	59.3	8	8	8	8	7	9	9	8	21	19
East Chicago	54.9	9	11	9	28	11	12	12	10	15	45
Anderson	47.6	10	9	10	9	8	7	8	9	25	15
Richmond	40.1	11	10	11	10	9	11	10	11	18	16

INDIANA (cont.)

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Kokomo	39.2	12	14	14	12	10	*	14	14	40	40
Elkhart	36.2	13	13	12	14	14	10	11	13	19	22
Lafayette	36.1	14	12	13	*	12	8	13	12	11	7
Mishawaka	33.5	15	20	16	40	20	18	17	15	22	37
Marion	30.6	16	15	17	11	13	13	15	16	30	23
New Albany	29.7	17	17	18	25	*	*	*	19	52	52
Michigan City	28.9	18	16	15	16	15	17	20	17	8	18
Bloomington	28.6	19	19	20	18	*	14	*	18	37	51
Logansport	21.2	20	18	23	15	18	15	19	20	36	26
Vincennes	19.1	21	21	22	13	21	19	18	22	29	34
Columbus	18.7	22	24	24	19	23	*	27	25	50	46
New Castle	18.5	23	23	19	17	22	21	21	23	26	31
La Porte	17.5	24	22	21	20	16	*	16	21	14	11
Connersville	15.8	25	32	30	31	19	26	28	28	43	43
Frankfort	15.2	26	25	27	29	25	*	*	26	23	20
Huntington	15.2	26	27	25	26	26	22	35	24	10	11
Jeffersonville	14.9	28	33	26	38	35	30	26	38	59	59
Peru	13.5	29	31	28	*	29	28	36	27	13	8
Goshen	13.2	30	26	34	24	31	24	25	29	28	28
Crawfordsville	13.0	31	30	31	21	32	23	23	30	34	29
Bedford	12.8	32	29	32	*	17	*	22	34	47	47
Valparaiso	12.2	33	36	33	22	34	20	31	31	38	39
Shelbyville	11.8	34	28	29	*	24	*	*	32	46	36
Elwood	11.6	35	45	38	23	47	31	48	33	33	38
Washington	11.0	36	37	41	34	30	*	24	42	56	58
Wabash	10.8	37	42	37	39	40	25	37	35	20	30
Seymour	9.8	38	35	39	30	36	42	33	40	49	50
Whiting	9.4	39	39	35	52	27	29	54	36	9	25
Brazil	8.5	40	46	40	41	37	32	30	39	35	33
Lebanon	7.8	41	34	45	32	38	27	46	37	12	6
Princeton	7.8	41	43	44	36	53	36	34	50	55	53
Decatur	7.4	43	56	47	47	54	39	44	55	54	57
Hartford City	7.3	44	57	52	*	42	16	38	41	24	24
Franklin	7.3	*	55	50	48	51	34	45	54	53	54
Portland	7.1	46	52	48	51	44	43	39	51	51	48
Greencastle	7.0	47	47	51	*	45	33	*	43	4	17
Plymouth	6.8	48	41	43	27	41	37	42	44	39	32
Greensburg	6.7	49	49	56	33	*	35	51	49	45	44
Noblesville	6.7	49	50	49	43	52	40	40	53	48	49

* Withheld to avoid disclosure.



HOOSIER HANK

RICH, RESPONSIVE AND READY TO BUY...

the Indianapolis market!

Last year "Hoosier Hank" cracked his piggy-bank for $612,207,000* of retail sales in Indianapolis alone. And the average effective buying income per family in Indianapolis reached $6,431,* 42% above the national average, ranking 5th among the nation's 24 largest cities!

Here's a market that's tops in sales opportunity for you . . . profit proven . . . with an extra sales potential, unique in the nation. It's a big market . . . active, growing, stable and easily accessible . . . and it's fully covered by two great daily newspapers, The Indianapolis Star and The Indianapolis News.

The Star and The News not only give you saturation coverage of this rich metropolitan area, but an effective bonus coverage of the 44 surrounding counties. The Star and The News are Indiana's two largest daily newspapers. Through them you can get your share of over one and three-quarter billion dollars in spendable income . . . at the lowest possible cost. Write today for full market information.

KELLY-SMITH COMPANY • NATIONAL REPRESENTATIVES

*Sales Management's "Survey of Buying Power—1951"



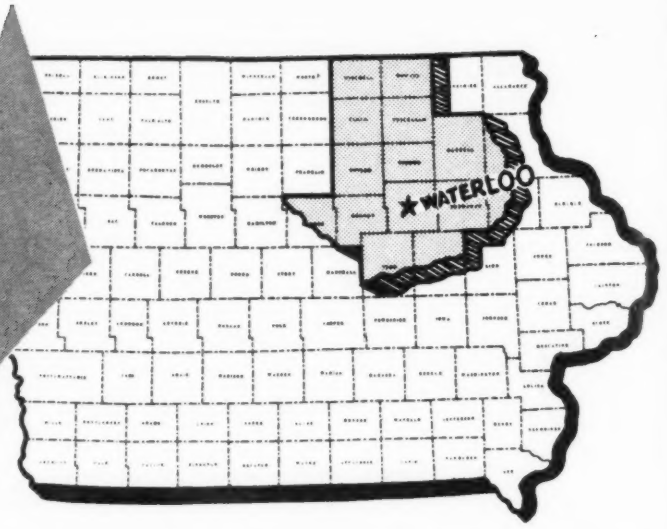
THE INDIANAPOLIS STAR

YOUR FIRST TEAM FOR SALES IN INDIANA

THE INDIANAPOLIS NEWS

TEST YOUR PRODUCTS IN IOWA'S

MONEY MARKETS WATERLOO AND 16 BIG ADJACENT COUNTIES



Don't guess! Know your product is marketable by testing it first on the big buying families of Northeast Iowa.

These people buy on a mammoth scale — **Retail Sales — $243,763,210 — Food Sales — $44,850,898 — Drug Sales — $6,167,353.**

Waterloo, the heart of Iowa's No. 1 money market — has an industrial payroll of nearly **$50,000,000 — Iowa's largest!**

Blanket this area quickly — easily — by advertising in the Courier. Get the facts now. See our representatives or write us.

Waterloo Daily Courier
FIRST WITH THE NEWS
WATERLOO, IOWA
Story, Brooks & Finley, National Advertising Representatives

INDIANA (cont.)

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Warsaw	6.7	49	40	36	44	28	44	32	57	58	56
Rushville	6.7	49	44	54	*	*	*	53	48	41	42
Kendallville	6.2	53	48	55	46	48	45	29	46	31	27
Bluffton	6.2	53	53	53	45	33	*	49	58	57	55
Auburn	6.0	55	54	46	35	43	41	52	45	27	13
Crown Point	6.0	55	51	42	50	39	*	41	52	16	35
Winchester	5.6	57	38	59	42	49	38	50	47	17	10
Columbia City	4.8	58	58	58	49	46	*	43	56	42	21
Rochester	4.7	59	59	57	37	50	46	47	59	44	41
	1966.9										
IOWA											
Des Moines	179.2	1	1	1	1	1	1	1	1	3	3
Sioux City	85.0	2	2	2	2	5	3	3	2	2	2
Davenport	74.5	3	4	3	3	4	*	4	3	1	1
Cedar Rapids	73.0	4	3	5	4	2	2	2	4	7	4

IOWA (cont.)

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Waterloo	65.2	5	5	4	5	3	4	5	5	11	12
DuBuque	50.1	6	6	6	6	7	9	8	6	4	7
Council Bluffs	45.7	7	7	7	*	8	5	11	7	19	22
Ottumwa	34.0	8	11	10	13	9	6	7	9	26	27
Burlington	30.9	9	10	8	10	*	*	*	11	24	19
Clinton	30.6	10	12	9	12	10	11	9	8	5	5
Mason City	27.9	11	8	11	8	6	8	6	10	6	9
Iowa City	27.3	12	13	14	9	13	7	14	12	8	10
Fort Dodge	25.3	13	9	12	7	12	10	10	15	9	6
Ames	23.4	14	16	15	16	31	13	15	14	28	28
Marshalltown	20.0	15	14	13	11	11	12	12	15	21	21
Muscatine	19.8	16	15	16	15	15	15	19	13	16	37	31
Keokuk	16.3	17	19	17	19	14	16	21	19	36	35
Fort Madison	15.1	18	24	22	23	19	14	27	18	20	17
Cedar Falls	14.5	19	29	24	*	23	29	22	17	13	11

* Withheld to avoid disclosure.

Complete data on counties, cities, metropolitan areas . . .

. . . is available in SALES MANAGEMENT's 1951 *Survey of Buying Power*, 22nd annual edition of this nationally accepted guide to local market potentials.

Exclusive, up-to-date estimates for the year 1950 are included for *all* U. S. counties, 187 metropolitan county areas and for all cities that had 1948 retail sales of $10 million or more. Data includes population, families, retail sales, food sales, general merchandise sales, furniture-household-radio sales, drug sales, automotive sales, wholesale sales, Effective Buying Income, per family and per capita income, % of USA potential and Quality of Market Index. A special section on Canadian markets, a foreword on how to use the *Survey*, and pages of rankings and pictographs are included in this 600 page edition.

A limited number of copies are still available at $4.00 each. Send for the 1951 "Survey of Buying Power," and write SALES MANAGEMENT, 386 Fourth Avenue, New York 16, N. Y.

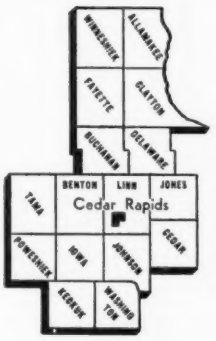
Don't Leave The $417 Million Dollar Eastern Iowa Market Untapped By Your Sales Force

A 16 county Market, where 435,200 people spent $417,054,000 in Retail Sales in 1950

RETAIL SALES* THE MEASURE OF A MARKET

Total Retail Sales	$417,054,000
Food	69,400,000
General Merchandise	33,862,000
Drug	9,029,000
Furniture, Household, Radio	20,273,000
Automotive	87,800,000

** All figures from Sales Management's 1950 Survey of Buying Power*



The Cedar Rapids Gazette offers adequate coverage of the sixteen county eastern Iowa market both daily and Sunday. Circulation over 56,000. 100% coverage Cedar Rapids and nearly 100% coverage metropolitan area (Linn County). Home delivered in 129 Eastern Iowa Towns day of publication.

Make The Cedar Rapids Gazette Basic on your national lists

Represented nationally by ALLEN-KLAPP COMPANY

The Cedar Rapids Gazette — **Cedar Rapids, Iowa**

IOWA (cont.)

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Boone	12.2	20	21	20	32	30	17	16	21	39	40
Newton	11.9	21	20	18	17	16	22	20	20	25	31
Oskaloosa	11.2	22	17	21	14	17	15	17	22	41	37
Charles City	10.4	23	26	23	28	27	20	24	23	40	41
Creston	8.4	24	35	31	26	22	30	28	27	35	31
Oelwein	7.9	25	33	28	27	35	*	29	25	16	24
Cherokee	7.8	26	30	39	*	*	23	18	26	23	23
Webster City	7.7	27	31	29	25	18	28	33	24	12	16
Centerville	7.6	28	42	34	22	32	27	*	29	29	26
Spencer	7.5	29	18	19	*	*	21	*	31	31	29
Fairfield	7.1	30	41	32	30	*	*	*	35	38	34
Storm Lake	7.0	31	28	25	33	28	32	*	28	10	14
Shenandoah	6.9	32	23	40	18	25	18	26	36	27	30
Estherville	6.8	33	38	37	*	36	*	*	30	14	15
Atlantic	6.6	34	25	27	20	20	25	25	34	22	18
Red Oak	6.5	35	34	36	*	26	31	30	33	18	13
Carroll	6.3	36	27	35	29	21	34	19	39	32	39
Perry	6.2	37	40	26	21	33	26	34	32	17	8
Decorah	6.1	38	39	38	31	24	36	35	41	30	38
Washington	6.0	39	37	33	24	*	24	36	37	33	25
Le Mars	5.9	40	36	30	35	37	33	32	40	34	36
Algona	5.4	41	32	41	36	29	35	23	38	15	20
Clarinda	5.1	42	22	42	34	34	*	31	42	42	42
	1032.3										

KANSAS

Wichita	168.7	1	1	1	1	1	1	1	1	4	2
Kansas City	131.5	2	2	2	2	2	2	2	2	14	18
Topeka	78.9	3	3	3	*	*	3	3	3	1	1

KANSAS (cont.)

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Hutchinson	34.0	4	4	4	3	3	4	4	4	15	8
Salina	26.5	5	5	5	4	*	*	5	5	5	7
Lawrence	23.7	6	8	8	7	*	6	8	6	23	13
Leavenworth	20.8	7	14	10	*	17	10	*	8	25	23
Pittsburg	19.6	8	7	6	5	24	7	7	11	32	29
Manhattan	19.3	9	12	11	*	7	8	9	7	8	5
Coffeeville	17.3	10	13	7	6	8	11	14	9	16	14
Emporia	15.8	11	10	9	*	10	5	12	10	11	11
Parsons	14.9	12	18	16	11	15	19	16	12	21	15
Junction City	13.6	13	21	32	*	16	18	24	20	30	30
Arkansas City	13.1	14	17	15	9	12	17	22	14	28	24
Atchison	12.9	15	24	17	*	*	*	*	13	12	16
Great Bend	12.8	16	11	12	8	6	13	6	15	20	21
Newton	11.7	17	16	18	10	11	27	20	19	19	19
Independence	11.6	18	27	20	17	21	15	19	21	26	26
Dodge City	11.4	19	6	13	*	4	9	10	18	13	12
El Dorado	11 0	20	19	19	19	14	14	17	24	24	27
Garden City	11.0	20	9	14	20	*	16	*	16	2	4
Winfield	10.4	22	23	21	*	20	*	18	17	9	3
Chanute	10.3	23	26	22	*	*	24	21	23	27	22
Fort Scott	10.2	24	25	24	22	9	*	*	22	22	20
Ottawa	10.2	25	29	28	14	*	23	*	26	29	28
McPherson	8.9	26	22	26	18	22	12	11	25	17	17
Hays	8.7	27	20	25	15	*	20	13	27	3	25
Pratt	7.6	28	28	27	16	13	22	23	28	18	9
Iola	7.2	29	30	31	23	19	28	25	31	31	31
Concordia	7.2	30	31	30	13	23	25	27	29	7	10
Liberal	7.2	31	15	23	12	5	21	15	32	10	32
Russell	6.6	32	32	29	21	18	26	26	30	6	6
	774.6										

* Withheld to avoid disclosure.

HIGHEST QUALITY MARKET IN IOWA— INDEX 137

Average Family Income Mason City, Iowa

$5,549.

GET YOUR SHARE OF THIS RICH FARM AND CITY MARKET ...PLUS REAL COOPERATION

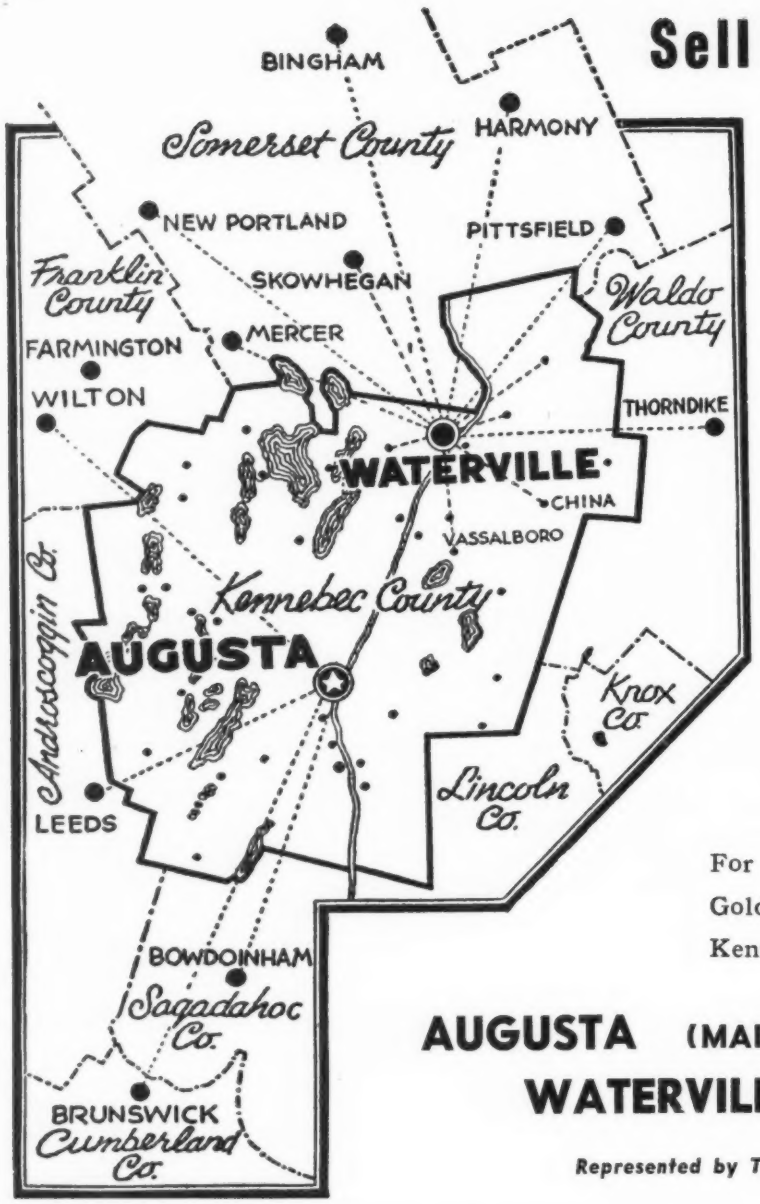
BY USING THE

MASON CITY GLOBE-GAZETTE

MASON CITY, IOWA

REPRESENTED BY Jann & Kelley, Inc. New York, Chicago, Detroit, Los Angeles, San Francisco, Atlanta

MEMBER Northwest Daily Press Ass'n. Minneapolis Iowa Daily Press Ass'n. Des Moines



Sell The GOLDEN VALLEY

$110,000,000 Retail Sales

Retail sales in the Golden Kennebec Valley total more than $110,000,000. Fertile farm lands and well-distributed industries throughout the area's towns and cities produce more than $140,000,000 of buying power.

It's a big market . . . important in your Maine sales plans. It can be sold easily . . . and economically . . . because of its dependence on Augusta and Waterville—and on the two great newspapers published in these cities.

For a big share of Maine's retail sales, reach the Golden Valley market through the Augusta Kennebec Journal and Waterville Sentinel.

AUGUSTA (MAINE) KENNEBEC JOURNAL
WATERVILLE (MAINE) SENTINEL

Represented by The Julius Mathews Special Agency, Inc.

KENTUCKY

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Louisville	374.0	1	1	1	1	1	1	1	1	1	1
Covington	65.5	2	3	2	3	3	2	5	2	4	4
Lexington	55.4	3	2	3	2	2	*	2	3	2	3
Owensboro	34.6	4	5	7	*	*	5	4	4	9	9
Paducah	33.0	5	4	6	*	*	*	3	5	8	8
Ashland	31.7	6	6	5	4	4	4	6	7	5	10
Newport	31.5	7	7	4	16	6	3	*	6	10	7
Hopkinsville	19.2	8	9	11	6	*	*	11	8	13	16
Bowling Green	17.8	9	8	8	5	7	*	*	9	22	18
Henderson	17.1	10	10	9	21	14	*	*	11	24	20
Middlesborough	14.7	11	13	15	9	8	*	12	13	15	21
Frankfort	12.1	12	14	10	17	9	6	16	10	6	6
Madisonville	11.3	13	12	14	13	11	13	8	14	19	13
Richmond	10.4	14	22	18	19	16	8	17	17	20	23
Winchester	9.3	15	19	13	*	17	12	18	16	14	12
Mayfield	9.2	16	17	19	8	12	*	*	18	23	15
Danville	8.8	17	16	16	7	*	*	*	12	3	2
Maysville	8.6	18	15	17	10	*	7	*	15	7	5
Corbin	7.9	19	25	21	20	*	10	15	19	11	11
Somerset	7.2	20	23	23	18	10	*	14	23	25	25
Glasgow	7.1	21	21	24	12	13	*	13	20	21	17
Hazard	7.0	22	20	22	15	*	*	*	21	16	22

KENTUCKY (cont.)

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Elizabethtown	5.9	23	24	25	22	*	14	9	22	18	14
Pikeville	5.3	24	18	20	14	5	11	10	24	17	24
Harlan	4.9	25	11	12	11	15	9	7	25	12	19
	809.5										

LOUISIANA

New Orleans	576.9	1	1	1	1	1	1	1	1	4	4
Shreveport	127.6	2	2	2	3	2	2	2	2	1	1
Baton Rouge	126.1	3	3	3	2	3	3	3	3	3	3
Lake Charles	41.9	4	6	6	6	7	6	5	4	2	2
Monroe	39.1	5	4	5	5	4	4	4	5	5	5
Alexandria	35.3	6	5	4	4	5	5	6	6	8	6
Lafayette	34.1	7	7	7	7	6	7	*	7	10	11
Bogalusa	18.0	8	10	9	10	10	9	9	10	16	16
New Iberia	16.8	9	9	10	14	9	10	13	8	12	12
Bossier City	15.6	10	16	12	17	15	15	10	12	15	15
Bastrop	13.0	11	13	13	11	17	11	*	14	14	14
Crowley	12.9	12	14	18	18	13	16	11	9	9	9
Opelousas	11.8	13	11	15	9	8	12	7	18	18	18
Houma	11.7	14	8	8	8	*	*	15	11	7	8

* Withheld to avoid disclosure.



LOUISIANA (cont.)

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Ruston	10.5	15	18	17	12	16	14	*	15	13	13
Jennings	9.9	16	17	16	15	14	17	12	13	11	10
Minden	*	17	12	11	13	12	8	8	17	17	17
Thibodaux	7.9	18	15	14	16	11	13	14	16	6	7
	1119.0										

MAINE

Portland	77.9	1	1	1	1	1	1	1	1	4	3
Lewiston	41.6	2	3	2	3	3	3	3	2	5	7
Bangor	31.9	3	2	3	2	2	2	2	3	3	1

MAINE (cont.)

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Auburn	23.3	4	8	7	8	9	8	4	4	10	8
Augusta	21.1	5	5	6	5	8	5	5	5	7	5
Biddeford	21.0	6	6	4	6	5	6	7	6	6	9
Waterville	18.4	7	4	5	4	4	4	6	7	8	6
Sanford	15.3	8	9	8	7	6	7	11	8	11	11
Brunswick	11.1	9	10	10	10	10	10	10	11	9	12
Bath	10.7	10	12	9	11	*	*	12	12	12	10
Presque Isle	10.1	11	7	11	*	*	*	8	9	1	4
Rockland	9.2	12	11	12	9	7	9	9	10	2	2
	291.6										

* Withheld to avoid disclosure.

Like a Letter From the Boss . . .

A newspaper that links a man's family intimately with his job has readership . . . impact like a series of letters from his boss. And it SELLS products advertised in its pages.

The Tribune and Advocate serves as the "house organ" for the local Goodall-Sanford plant . . . covers shop and personnel news thoroughly . . . fills its columns with names of people readers meet on the street every day.

That's one important reason why Sanford with a retail sales volume of $15,311,000 ranks 8th in food sales in the state, 7th in general merchandise, 6th in furniture-household and 7th in drugs.

No other medium gets the attention of Sanford families like the Tribune and Advocate.

SANFORD TRIBUNE and ADVOCATE
SANFORD, MAINE

HAGERSTOWN—A Plus Market on Five Counts

Hagerstown's superior potential is established by five *plus market* points . . . five major sales categories where this city outstrips its population standing, namely: total retail sales, food, general merchandise, furniture — household — radio and drug sales.

While Hagerstown ranks 96th in population in the 25,000 to 50,000 group, it jumps up to

53rd in food sales
53rd in furniture—household—radio sales
73rd in drug sales
82nd in general merchandise sales

Alert national advertisers get a full share of this *plus market* by using the . . . .

Combine Hagerstown's excellent qualities with the cooperation you'll get from the *Herald-Mail*, and you have an ideal TEST MARKET

Hagerstown Md
HERALD·MAIL

National Representatives—Burke, Kuipers & Mahoney, Inc.

MARYLAND

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Baltimore	956.8	1	1	1	1	1	1	1	1	2	2
Cumberland	38.2	2	2	2	2	2	2	2	2	3	3
Hagerstown	36.8	3	3	3	3	3	3	3	3	5	5
Frederick	18.5	4	5	4	4	5	5	6	4	7	6
Salisbury	15.4	5	4	7	*	4	6	5	6	11	11
Annapolis	15.3	6	6	5	5	7	4	8	5	1	1
Hyattsville	12.5	7	7	6	*	10	*	4	7	9	10
Cambridge	10.5	8	9	8	7	6	*	11	8	10	9
Westminster	6.2	9	10	10	6	9	7	10	9	4	8
Easton	4.9	10	8	9	*	8	*	9	10	8	7
Pocomoke City	3.2	11	11	11	8	11	*	7	11	6	4
	1118.3										

MASSACHUSETTS

Boston	803.2	1	1	1	1	1	1	1	1	14	10
Worcester	205.1	2	2	2	2	2	3	2	2	16	18
Springfield	165.1	3	3	3	3	3	2	3	3	15	13
Cambridge	122.6	4	4	6	4	7	4	4	4	32	27
Fall River	113.5	5	8	9	9	4	9	10	9	61	64
New Bedford	110.7	6	7	5	5	6	6	9	8	60	54
Somerville	103.9	7	13	11	19	21	12	8	7	41	47
Lynn	101.1	8	5	4	6	9	7	5	6	47	28
Lowell	98.0	9	9	8	8	8	13	15	12	50	58
Quincy	84.5	10	10	7	11	14	10	6	11	45	34
Newton	82.2	11	19	13	40	17	8	11	5	3	4
Lawrence	81.6	12	6	10	14	5	5	13	14	53	60
Medford	67.2	13	22	24	48	39	20	23	13	11	11
Brockton	63.9	14	11	12	13	10	15	12	19	63	55
Malden	60.7	15	18	16	18	20	16	16	15	22	21
Brookline	57.8	16	16	17	44	18	11	7	10	2	2
Holyoke	55.2	17	15	14	15	11	14	20	20	44	39
Pittsfield	53.9	18	12	15	10	12	23	14	16	28	25

MASSACHUSETTS (cont.)

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Chicopee	49.7	19	30	30	50	46	33	36	25	43	50
Haverhill	47.9	20	21	19	17	13	27	18	26	58	52
Waltham	47.9	20	20	23	7	23	18	24	18	13	16
Everett	46.5	22	31	25	28	28	22	39	21	24	29
Arlington	44.7	23	34	28	43	42	32	25	17	8	7
Fitchburg	43.3	24	17	22	16	15	17	17	24	33	30
Salem	42.5	25	14	18	12	16	19	19	23	19	19
Taunton	40.7	26	26	26	26	25	26	37	28	42	46
Chelsea	39.6	27	23	21	27	26	21	29	29	25	42
Watertown	37.9	28	24	20	45	56	37	22	22	5	8
Revere	37.3	29	40	33	55	61	29	34	32	36	48
Weymouth	33.2	30	47	48	52	45	38	40	35	54	57
Northampton	29.5	31	28	43	25	33	35	26	34	40	33
Beverly	29.3	32	35	31	29	38	28	31	33	17	17
Framingham	28.2	33	25	27	22	19	31	33	48	66	66
Belmont	27.8	34	49	32	62	64	24	43	27	4	3
Melrose	27.4	35	53	40	61	60	42	50	31	7	6
Gloucester	25.4	36	29	29	21	24	25	56	37	49	35
Methuen	24.8	37	58	41	63	66	62	61	40	46	43
Leominster	24.5	38	39	36	30	27	41	42	46	57	63
Attleboro	24.1	39	44	57	47	31	53	46	36	35	23
Braintree	23.5	40	61	56	64	55	56	44	43	29	41
Peabody	23.0	41	52	47	66	67	30	59	41	26	32
North Adams	21.9	42	32	38	24	29	43	27	50	59	56
Westfield	21.3	43	38	52	39	37	47	38	51	56	51
Wellesley	21.2	44	33	45	42	59	36	28	30	1	1
West Springfield	20.7	45	43	39	65	49	59	35	42	20	20
Woburn	20.6	46	45	51	37	63	46	53	39	6	14
Natick	20.0	47	63	60	57	30	52	63	49	37	37
Wakefield	19.9	48	50	53	56	53	48	32	38	10	9
Gardner	19.9	48	36	37	23	41	34	41	45	30	22
Dedham	18.8	50	65	63	53	65	50	62	52	34	45
Southbridge	17.8	51	42	46	33	43	44	49	53	31	37
Greenfield	17.5	52	27	34	20	22	40	21	47	21	15

* Withheld to avoid disclosure.

BUSIEST YEAR-ROUND MARKET IN MASSACHUSETTS

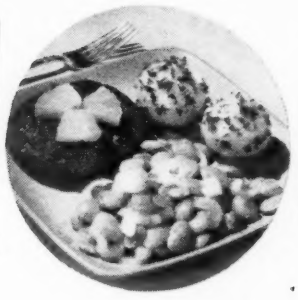
WITH HIGHEST PER CAPITA SALES . . .
98% ABOVE U.S. AVERAGE

Miles ahead of its National and State population rank in sales performance and buying power. Here's further evidence of Greenfield's consistent quality . . . always one of the very best markets . . . always easy to sell . . . through

Greenfield Recorder-Gazette
Greenfield, Massachusetts

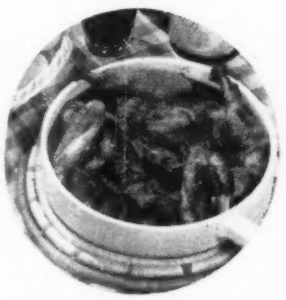
Represented by Gilman, Nicoll & Ruthman
New York, Chicago, Boston, Philadelphia, San Francisco, Los Angeles

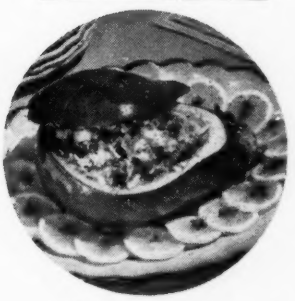
HERE'S THE PICTURE		RANK In Group (Superior Markets)	RANK In State (All Cities)
Population	17,500	166	52
Retail Sales	$31,917,000	81	27
Food	7,019,000	62	34
Genl. Mdse.	3,164,000	108	20
Furn-Hshld	2,143,000	73	22
Drug	614,000	201	40
Automotive	8,673,000	96	21
Total Income	28,910,000	100	47
Per Family Inc.	5,560	56	21
Per Capita Inc.	1,652	55	15

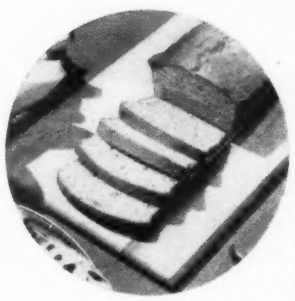




There's A $146,132,000 Appetite In WORCESTER!









Worcester's food market keeps right on growing: Worcester is now the 29th food market in the nation. On the basis of Sales Management's Market Rankings, it is the 5th among cities of 100,000 to 250,000 population. The average Worcester market family spends $943 a year on food alone, 29% more than the national family average. Put YOUR product on Worcester's shopping list, where food expenditures total $146,132,000 annually.

1. high buying power



WORCESTER'S WONDROUS TWINS



2. intensive newspaper coverage

Advertising in the Worcester Telegram-Gazette gives you the most intensive, complete coverage of this buy-conscious market. The buying of 91% of 155,000 Worcester County families is guided by the pages of the Telegram-Gazette. Total Telegram-Gazette circulation over 150,000, Sunday Telegram over 100,000.



Do you have your copy of "Worcester, Now 29th Food Market in the Nation", the most graphic story of a food market told in years?

Sources of above data: 1951 Sales Management Survey of Buying Power, and Sales Management "Market Rankings By Population Groups", November 10, 1951.

The TELEGRAM-GAZETTE
WORCESTER, MASSACHUSETTS
GEORGE F. BOOTH Publisher
MOLONEY, REGAN & SCHMITT, INC., NATIONAL REPRESENTATIVES

OWNERS OF RADIO STATION WTAG and WTAG-FM

Roll Up Your Sleeves!...

As a sales producer, Taunton is in step with Massachusetts ranking cities. It is twenty-sixth in size in the state . . . and twenty-sixth in total sales, food, general merchandise and drugs. Twenty-fifth in furniture-household.

Advertiser prospects can roll up their sleeves and get more sales in Taunton. We have a big reserve of spending money on tap. Taunton is the only one of Bristol County's three top markets to exceed the national family income—by $316. Yet we spend only 63% of income for retail goods, against 67% for the county, 68% for the state and 70% for the U. S. Are you getting *your* full quota of Taunton's sales?

The Taunton Gazette gives complete coverage of the largest concentration of top income families in Bristol County.

TAUNTON GAZETTE

TAUNTON, MASS. **Established 1848**

Represented by The Julius Mathews Special Agency, Inc.

MASSACHUSETTS (cont.)

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Norwood	16.9	53	41	35	46	35	45	47	56	38	49
Needham	16.6	54	66	58	67	52	51	48	44	9	5
Danvers	16.0	55	60	61	51	51	65	64	54	12	31
Marlborough	16.0	55	51	50	41	36	60	55	59	62	65
Milford	15.6	57	48	55	35	34	54	45	55	23	26
Newburyport	14.3	58	46	44	36	62	49	51	61	64	59
Plymouth	13.9	59	54	49	38	54	55	57	58	51	44
Webster	13.4	60	57	54	31	47	57	65	64	55	60
Clinton	12.5	61	55	59	34	32	58	58	57	27	24
North Attleboro	12.3	62	59	62	58	58	63	67	62	48	40
Athol	11.7	63	56	64	54	40	61	54	63	39	36
Barnstable	10.5	64	37	42	32	44	39	30	60	18	12
Middleboro	10.2	65	67	67	59	50	67	66	66	67	67
Palmer	9.7	66	62	65	49	48	66	52	65	52	60
Great Barrington	6.7	67	64	66	60	57	64	60	67	65	53
	3644.8										

MICHIGAN

Detroit	1881.6	1	1	1	1	1	1	1	1	15	15
Grand Rapids	179.7	2	2	3	2	2	2	3	3	52	47
Flint	166.6	3	3	2	3	3	3	2	2	11	12
Dearborn	96.7	4	6	7	7	8	11	5	4	4	3
Saginaw	94.6	5	5	5	8	9	6	9	6	35	31
Lansing	93.9	6	4	4	4	5	4	4	5	16	9
Pontiac	74.8	7	7	6	6	6	9	7	8	40	43
Kalamazoo	58.7	8	8	8	11	4	7	8	7	22	10
Bay City	53.6	9	14	12	13	10	14	20	15	42	50
Jackson	52.1	10	10	9	10	12	10	11	11	25	11
Battle Creek	50.0	11	12	11	12	14	12	10	13	30	13
Muskegon	49.1	12	11	10	9	11	13	13	14	34	24
Ann Arbor	48.4	13	13	13	17	13	5	17	9	8	4
Royal Oak	47.9	14	17	17	16	16	15	15	10	5	5
Highland Park	47.3	15	9	15	5	15	8	6	12	9	6
Hamtramck	44.2	16	15	16	15	7	16	16	17	29	57
Wyandotte	37.6	17	18	18	14	19	19	14	18	20	34
Fort Huron	36.4	18	16	14	18	17	21	18	16	24	14
Ferndale	30.4	19	19	19	21	25	29	12	19	7	8

MICHIGAN (cont.)

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Lincoln Park	30.0	20	29	23	42	24	25	27	20	17	32
East Detroit	21.9	21	43	24	*	59	30	67	25	14	41
Monroe	21.8	22	21	20	20	22	20	31	22	19	21
River Rouge	20.8	23	34	33	*	*	28	23	27	32	46
Muskegon Heights	19.2	24	32	26	47	30	31	39	26	21	29
Benton Harbor	19.0	25	20	21	23	21	17	26	30	51	42
Adrian	18.8	26	23	25	24	20	24	32	29	41	27
Ypsilanti	18.8	26	25	29	44	33	22	25	33	55	48
Sault Ste. Marie	18.2	28	30	36	26	42	*	42	23	6	7
Hazel Park	18.2	28	46	30	56	48	35	62	32	23	39
Ecorse	17.9	30	56	41	*	63	*	41	34	13	40
Marquette	17.7	31	36	39	29	28	40	40	28	18	16
Mount Clemens	17.2	32	22	22	*	27	23	22	31	36	30
Traverse City	17.1	33	24	34	19	31	*	24	41	63	62
Owosso	16.2	34	27	28	22	26	36	33	36	37	25
Holland	16.0	35	28	37	35	18	27	30	38	53	53
Birmingham	15.8	36	26	27	46	23	18	19	21	2	2
Escanaba	15.5	37	35	35	25	32	37	54	35	27	17
Midland	14.6	38	31	38	38	*	32	28	37	10	19
Alpena	13.4	39	39	40	*	*	38	53	42	31	38
Niles	13.4	39	33	31	31	50	34	35	39	45	33
Grosse Pointe Park	13.3	41	53	67	*	62	51	21	24	3	1
Ironwood	11.7	42	40	43	30	29	*	47	45	48	52
Mount Pleasant	11.6	43	42	44	40	47	*	36	43	43	35
Menominee	11.4	44	62	55	*	55	*	56	58	67	66
Albion	10.6	45	60	54	50	46	56	58	51	49	61
Cadillac	10.6	45	47	49	32	35	*	59	48	54	51
St. Joseph	10.4	47	48	48	28	39	*	61	44	39	20
Iron Mountain	9.8	48	41	42	27	40	55	57	46	26	25
Grand Haven	9.7	49	45	46	48	45	39	49	49	58	49
Wayne	9.6	50	38	45	*	36	33	29	47	12	23
Ludington	9.3	51	51	47	34	34	45	65	54	62	58
Ishpeming	9.1	52	67	64	43	56	58	64	56	59	60
Manistee	8.8	53	66	56	39	41	42	60	52	50	36
Coldwater	8.7	54	44	53	37	54	47	43	53	57	44
Alma	8.5	55	52	59	41	44	53	48	50	38	28

* Withheld to avoid disclosure.

MILFORD Produces MUCH MORE Than Its Share of the State's Retail Sales

Milford . . . fifty-seventh in size in Massachusetts . . . moves ahead of its state population rank in *every* sales and income factor . . . produces more sales per person than the state and the nation—in retail, food, automotive, furniture-household and drug. And has more buying power per family and per person than either Massachusetts or the U.S.

Sold only . . . and thoroughly . . . by the Milford News.

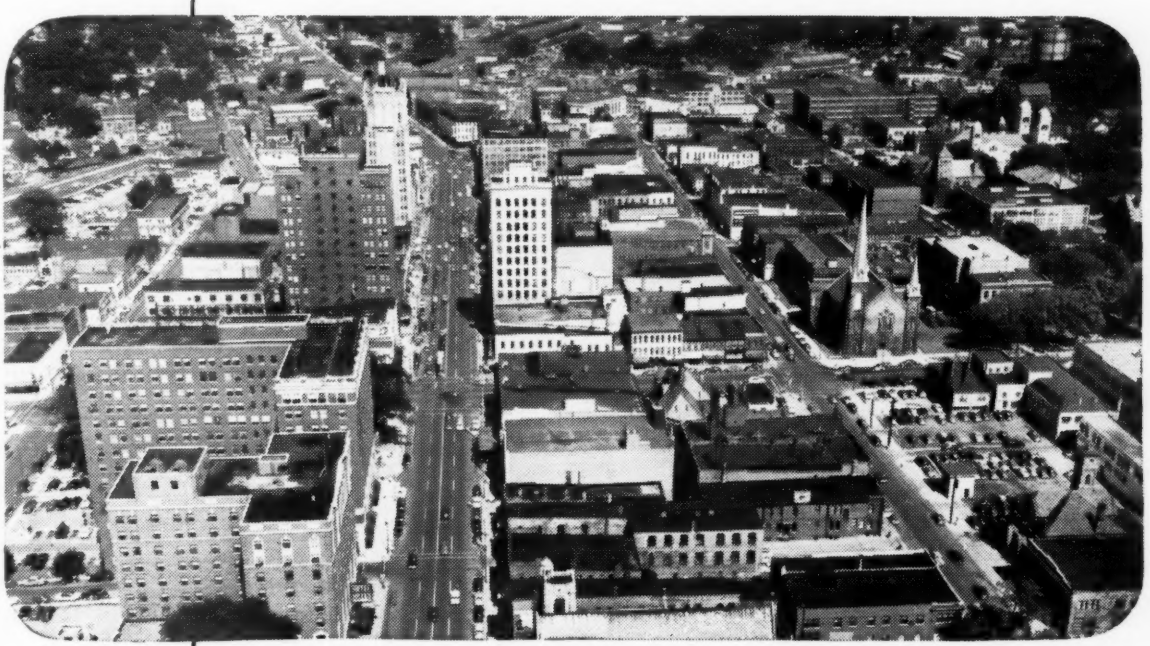
THE MILFORD DAILY NEWS ***MILFORD, MASS.***

Represented by The Julius Mathews Special Agency, Inc.

MILFORD'S RANK IN THE STATE

Population	57
Retail Sales	48
Food	55
General Merchandise	35
Furniture-Household	34
Drug	54
Automotive	45
Income	55
Per Family	23
Per Capita	26

There's a $92,000,000 market for you in Jackson, Michigan



34,583 daily net paid

Sales Management and Printers' Ink both give Jackson, Michigan a highly preferred rating. Diversified industry, including major tire production, pours $92,000,000 annually into Jackson's buying income!

Now, more than ever, the Booth-published Jackson Citizen-Patriot, with practically complete home coverage throughout Jackson County, belongs on your newspaper list. Newspapers are doing a real selling job *at the local level* . . . and the Jackson Citizen-Patriot offers you newspaper advertising at its best!

Ask for new market folder.

For further facts, call—

A. H. Kuch,
110 E. 42nd Street,
New York 17, New York;
Murray Hill 6-7232

The John E. Lutz Co.,
435 N. Michigan Avenue
Chicago 11, Illinois,
Superior 7-4680

Jackson Citizen-Patriot

one of 8 Booth Michigan newspapers

The UNBEATABLE Combination . . . BUYING POWER and COVERAGE

Royal Oak has plenty of both. It ranks as a "Superior" city in total income . . . $94,842,000 . . . and in per family income . . . $7,240. And the Daily Tribune . . . Michigan's fastest-growing daily (108.2%) gain in ten years . . . covers 95% of Royal Oak's homes . . . while placing 12,000 additional circulation in south Oakland County.

As a result, Royal Oak offers advertisers a huge sales target . . . a south Oakland market with more than $154,300,000 retail sales and $243,548,000 income.

South Oakland's Only Daily

THE DAILY TRIBUNE

ROYAL OAK, MICH.

Over 25,018 Evenings

Represented by The Julius Mathews Special Agency, Inc.

MICHIGAN (cont.)

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Sturgis	8.0	56	57	58	36	38	46	63	55	47	37
Hillsdale	7.4	57	49	61	33	51	*	38	59	56	55
Greenville	6.8	58	63	57	52	61	48	44	62	61	56
Plymouth	6.8	59	50	52	51	43	50	34	57	28	22
Charlotte	6.7	60	65	66	54	49	43	46	64	65	63
Petoskey	6.6	61	37	50	*	*	41	37	61	46	53
Ionia	6.6	62	59	60	49	52	44	52	65	64	64
Grosse Pointe	6.4	63	54	32	*	58	26	66	40	1	67
Lapeer	6.3	64	55	62	45	53	54	50	63	33	59
Hastings	6.2	65	58	63	*	37	52	55	66	66	65
South Haven	5.7	66	64	51	53	60	49	51	60	60	18
Howell	4.4	67	61	65	55	57	57	45	67	44	45
	3756.1										

MINNESOTA

Minneapolis	524.7	1	1	1	1	1	1	1	1	4	1
St. Paul	314.0	2	2	2	2	2	2	2	2	6	4
Duluth	105.7	3	3	3	3	3	3	3	3	10	9
Rochester	30.1	4	4	8	6	*	*	5	4	8	8
St. Cloud	28.8	5	5	6	4	*	*	6	7	20	24
Winona	25.4	6	7	5	8	7	*	9	5	14	12
Austin	23.3	7	8	7	14	5	5	8	6	9	11
Mankato	19.1	8	6	10	5	4	4	4	8	5	5
Hibbing	16.4	9	12	11	13	11	8	12	9	11	13
South St. Paul	16.2	10	19	15	32	17	13	7	14	31	30
Faribault	16.2	10	21	14	23	12	9	21	18	28	33
Moorhead	15.0	12	10	4	*	*	14	14	12	29	28
Albert Lea	13.7	13	9	12	7	*	7	13	10	16	16
Fergus Falls	13.0	14	13	25	12	6	24	10	15	26	26
Brainerd	12.8	15	11	9	10	16	6	11	19	25	27
Virginia	12.5	16	20	16	11	20	11	19	11	15	14
Red Wing	10.8	17	22	23	22	14	17	25	17	22	19
Owatonna	10.2	18	17	19	16	*	19	29	20	24	23
Bemidji	10.0	19	18	18	24	*	*	26	27	34	32
Willmar	9.5	20	14	13	15	9	10	15	16	13	10
New Ulm	9.4	21	24	26	21	8	12	28	21	23	21
Fairmont	8.3	22	16	24	9	10	16	20	13	2	2
Worthington	8.0	23	15	20	17	*	23	24	22	18	15
Stillwater	7.8	24	27	22	31	21	34	33	32	32	31
Crookston	7.5	25	30	32	25	19	15	34	26	19	20
Thief River Falls	7.0	26	23	29	18	23	18	16	25	17	18
Little Falls	6.8	27	34	31	30	22	27	32	34	33	34
Hopkins	6.7	28	33	17	*	*	25	22	23	3	6
Alexandria	6.4	29	25	28	28	*	20	23	31	27	25
Grand Rapids	6.0	30	28	21	29	*	22	17	30	21	22
Marshall	6.0	30	29	27	26	18	21	27	29	12	17
Detroit Lakes	5.8	32	31	33	19	13	33	31	33	30	29
Montevideo	5.5	33	26	30	20	15	26	18	24	1	3
Pipestone	5.3	34	32	34	27	*	32	30	28	7	7
	1223.9										

MISSISSIPPI

Jackson	98.9	1	1	1	1	1	1	1	1	1	1
Meridian	42.2	2	2	2	2	*	*	*	2	6	6
Biloxi	37.5	3	12	9	12	12	6	*	4	8	15
Greenville	30.2	4	4	4	5	5	3	2	5	11	9
Hattiesburg	29.8	5	3	5	3	*	4	*	6	13	8
Vicksburg	27.7	6	8	3	*	4	7	*	3	5	2
Laurel	25.3	7	5	7	4	2	8	*	8	7	12
Natchez	22.9	8	9	8	*	6	2	5	9	16	16
Gulfport	22.6	9	7	6	6	3	5	3	7	3	3

MISSISSIPPI (cont.)

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Greenwood	18.2	10	6	10	7	*	10	*	10	9	10
Columbus	17.4	11	13	12	13	8	*	*	12	12	11
Clarksdale	16.7	12	10	11	8	13	9	4	11	10	7
Tupelo	11.6	13	11	13	9	9	11	*	14	15	14
McComb	10.5	14	15	16	10	11	13	7	13	4	4
Corinth	9.8	15	14	19	16	7	*	*	16	17	17
Yazoo	8.1	16	17	15	15	16	12	*	18	19	18
Brookhaven	7.9	17	16	14	14	10	14	6	17	14	13
Kosciusko	6.8	18	19	18	11	14	15	*	19	18	19
Cleveland	6.8	18	18	17	17	15	16	8	15	2	5
	450.9										

MISSOURI

St. Louis	865.6	1	1	1	2	1	2	1	1	7	5
Kansas City	460.2	2	2	2	1	2	1	2	2	8	4
St. Joseph	76.7	3	4	3	*	*	3	4	3	14	12
Springfield	67.3	4	3	4	3	3	4	3	4	13	9
University City	40.2	5	14	6	25	15	7	24	5	1	2
Joplin	39.0	6	5	5	4	4	5	5	6	19	19
Independence	37.4	7	12	9	6	10	9	8	7	18	17
Columbia	32.2	8	6	8	8	8	6	10	8	10	14
Jefferson City	25.4	9	8	11	*	7	*	9	10	5	7
Webster Groves	23.6	10	20	15	*	27	13	19	9	3	3
Cape Girardeau	21.9	11	11	12	5	5	11	12	12	9	13
Hannibal	20.8	12	13	10	11	6	*	17	14	23	23
Sedalia	20.6	13	9	13	*	*	*	*	16	31	27
Kirkwood	18.9	14	26	21	21	28	14	14	13	4	6
Clayton	16.2	15	7	7	*	23	8	7	11	2	1
Poplar Bluff	15.3	16	15	17	7	*	17	15	20	26	26
St. Charles	14.5	17	23	18	18	16	18	28	21	20	25
Maplewood	13.4	18	10	14	9	11	12	6	15	11	8
Moberly	13.0	19	17	22	12	14	15	21	17	15	16
Mexico	11.8	20	24	23	10	25	19	20	18	16	11
Sikeston	11.8	20	19	27	17	12	22	23	24	28	28
Overland	11.6	22	31	16	13	30	27	*	19	6	10
Carthage	11.3	23	22	24	15	13	16	16	22	17	18
Rolla	9.5	25	33	28	24	18	28	29	26	25	30
Marshall	9.0	26	25	26	16	20	20	27	27	29	29
Kennett	8.8	27	21	32	20	22	25	11	28	30	32
Nevada	8.1	28	27	25	19	21	*	30	30	32	31
Lebanon	6.9	29	28	31	22	19	21	*	33	33	33
Maryville	6.9	29	29	30	*	9	26	25	25	12	15
Trenton	6.2	31	32	33	*	26	23	22	31	27	24
Clinton	6.2	31	30	29	23	24	24	26	29	21	22
North Kansas City	3.9	33	18	20	*	29	10	13	32	22	20
	1945.2										

MONTANA

Great Falls	39.6	1	2	2	*	1	*	2	1	7	7
Butte	33.5	2	3	1	*	2	3	3	3	8	5
Billings	32.2	3	1	3	1	*	1	1	2	1	1
Missoula	22.7	4	4	4	*	*	2	*	4	5	6
Helena	17.7	5	5	5	4	4	*	*	5	6	3
Bozeman	11.5	6	7	8	5	*	6	5	6	2	2
Anaconda	11.4	7	12	7	*	8	8	7	7	10	11
Kalispell	9.8	8	6	6	2	3	4	4	9	12	10
Miles City	9.4	9	8	11	*	5	5	*	10	11	12
Havre	8.3	10	9	9	3	6	*	*	11	9	9
Livingston	7.8	11	11	12	6	9	*	6	8	3	4
Lewistown	6.6	12	10	10	*	7	7	*	12	4	8
	210.5										

* Withheld to avoid disclosure.

If you're selling the St. Louis Trading Area

Sell ALL of it!



ST. LOUILLMO

(St. Louis) (Illinois) (Missouri)

ST. LOUILLMO has been determined by the always up-to-date NEWSPAPER PREFERENCE of the people themselves. This is the territory where St. Louis newspapers *outsell those of any other metropolis.* It is called St. Louillmo to help you remember that the St. Louis market is St. Louis, southern Illinois and eastern Missouri all rolled into one *retail* area of merging towns and communities.

MARKETING AUTHORITIES PLEASE NOTE. ST. LOUILLMO closely resembles the maps of the National Wholesale Druggists and the United States Department of Commerce Wholesale Grocery Trading Area.

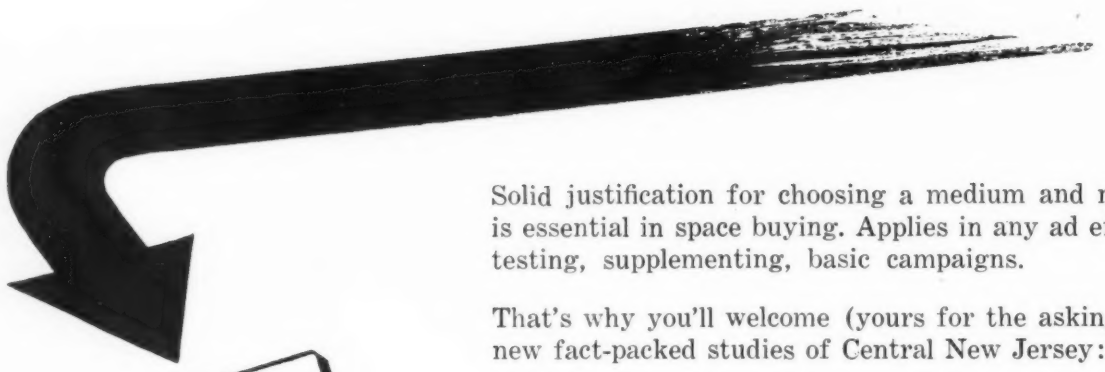
FOR EFFECTIVE COVERAGE OF THE REAL ST. LOUIS RETAIL TRADING AREA

ADVERTISE IN THE

St. Louis Globe-Democrat

THE MORNING PAPER IN AMERICA'S LARGEST "TWO-PAPER" CITY

Don't Guess--KNOW!



The complete story of the Central New Jersey market and its newspaper readership as revealed by the studies described on the right.

Solid justification for choosing a medium and market is essential in space buying. Applies in any ad effort—testing, supplementing, basic campaigns.

That's why you'll welcome (yours for the asking) our new fact-packed studies of Central New Jersey:

1. The 4A-Sponsored Standard Market and Media Report for New Brunswick, N. J. and

2. The New Brunswick Daily Home News Duplication and Advertising Readership Study.

Get them, and you'll see their worth at once. Facts, figures and interpretations point to bigger profits in using our 63,000 circulation to really cover the $200,000,000 Central New Jersey Market. Get both these reports right now.

THE DAILY HOME NEWS & THE SUNDAY TIMES

NEW BRUNSWICK, N. J.

or call our New York Office—

45 West 45th St.—JUdson 6-3682

NEBRASKA

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Omaha	250.5	1	1	1	*	1	1	1	1	3	2
Lincoln	98.6	2	2	2	*	*	2	2	2	6	3
Grand Island	23.1	3	3	3	*	*	4	5	3	4	4
Hastings	20.3	4	4	7	1	6	3	3	4	5	6
North Platte	15.6	5	6	4	4	4	5	6	6	18	18
Fremont	14.8	6	7	6	6	7	9	8	5	15	15
Scottsbluff	12.9	7	5	5	2	5	6	4	7	8	13
Kearney	12.2	8	9	10	5	3	7	10	9	19	16
Beatrice	11.9	9	10	9	8	8	*	7	8	13	12
Norfolk	11.4	10	8	8	3	2	10	9	10	14	14
Columbus	8.9	11	11	12	7	11	8	11	13	16	19
Alliance	7.9	12	13	13	*	*	*	*	12	10	10
McCook	7 7	13	12	11	*	*	*	*	11	7	7
Nebraska City	6.9	14	18	15	9	13	12	14	18	17	17
Fairbury	6.5	15	19	18	10	*	15	13	14	9	8
Falls City	6.3	16	14	16	11	10	*	*	16	12	11
York	6.3	16	15	17	*	9	14	*	15	11	9
Lexington	5.1	18	16	19	12	12	11	12	17	2	1
Sidney	5.0	19	17	14	*	*	13	*	19	1	5
	531.9										

NEVADA

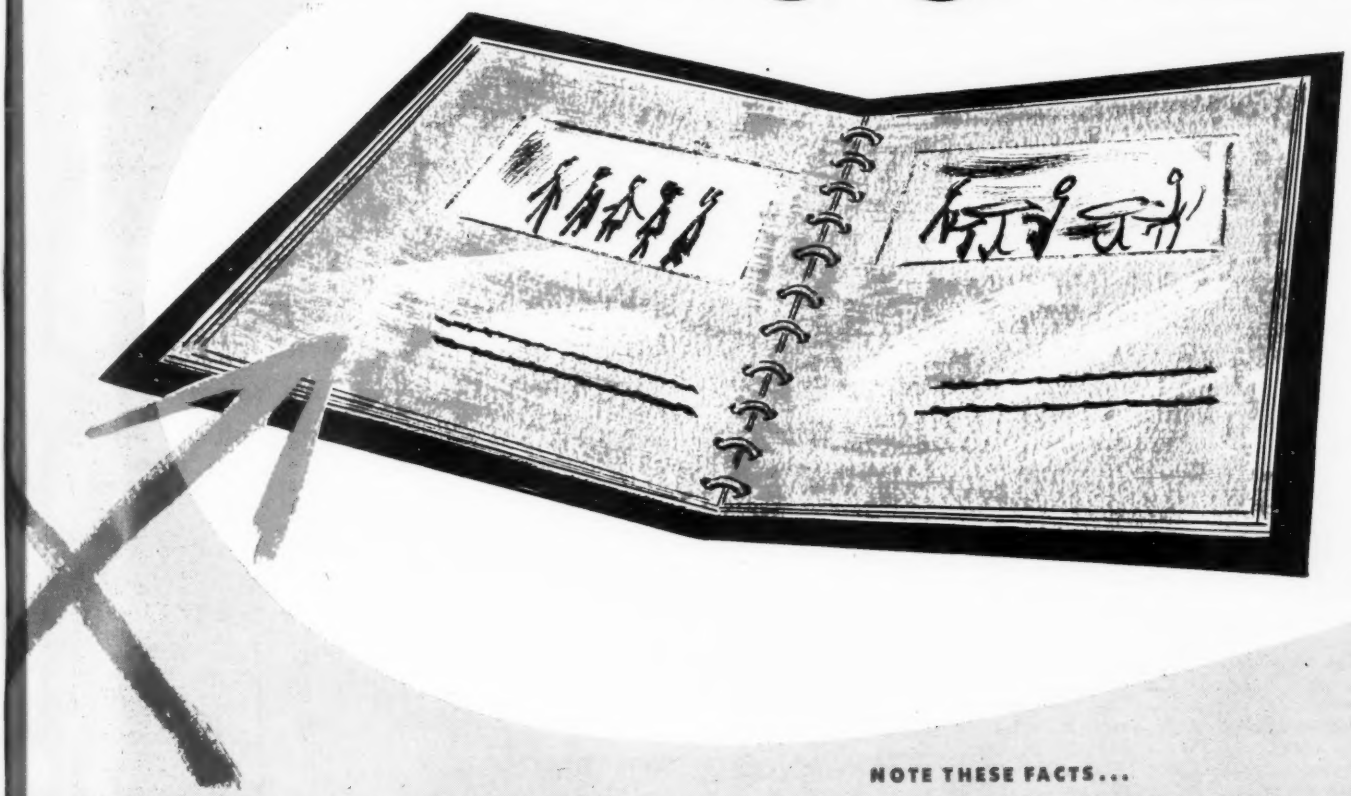
	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Reno	33.5	1	1	1	*	1	1	*	1	1	1
Las Vegas	25.3	2	2	2	1	2	2	1	2	2	2
Elko	5.6	3	3	3	2	3	3	2	3	3	3
Ely	3.6	4	4	4	*	4	4	*	4	4	4
	68.0										

NEW HAMPSHIRE

Manchester	83.8	1	1	1	1	1	1	1	1	6	6
Nashua	35.2	2	2	2	3	2	3	5	3	7	8
Concord	28.4	3	3	3	2	7	2	3	2	2	2
Portsmouth	19.1	4	4	4	8	5	5	4	4	1	1
Berlin	16.7	5	9	8	6	6	9	10	8	9	10
Dover	16.1	6	5	6	5	4	4	9	6	5	5
Keene	15.8	7	7	5	9	9	6	7	5	4	4
Laconia	14.9	8	6	7	10	3	7	6	9	10	9
Rochester	14.0	9	10	9	7	11	8	8	7	8	7
Claremont	12.3	10	8	10	4	8	10	2	11	11	11
Lebanon	8.7	11	11	11	11	10	11	11	10	3	3
	265.0										

* Withheld to avoid disclosure.

market is changing...fast!



You may still belong to the two-hours-for-lunch club. But more and more millions of Americans take twenty minutes to eat! And they're getting more and more *kinds* of food in the fast food eating places cropping up at every restaurant level from drive-ins to the snack bars, fountains and coffee shop counters of fine hotels.

And the media picture has changed, too, to match the new market. Now **Fountain & FAST FOOD SERVICE** serves the growing market of 40,000 fast food service eating places, supplying them with the kind of facts and ideas this specialized field needs.

Before you make up *your* media list for next year in the restaurant field, be sure to see our new presentation that shows briefly but clearly the *new* market picture. In a fast-changing field, it will tell you how to aim your advertising at *the profit-slice* of today's market.

TO SEE THIS PRESENTATION . . . WRITE OR 'PHONE . . .

NOTE THESE FACTS...

Fountain & FAST FOOD SERVICE has the largest circulation of any restaurant publication belonging to a circulation audit bureau. 35,000 for the November issue. 40,000 guaranteed with the January issue.

Fountain & FAST FOOD SERVICE devotes its entire editorial content to the fast service restaurants and fountains—the modern way of eating.

Fountain & FAST FOOD SERVICE limits its circulation strictly to this type of operation. Add this up—think of your product. Ten to one this is the field that you want to hit.

FAST FOOD SERVICE



A Bill Brothers Publication, 386 Fourth Avenue, New York 16, N. Y.

A BILL BROTHERS PUBLICATION

Glens Falls' Sales . . . 232% of Normal Volume . . . Stress Market's Big Size
Only WWSC Reaches Entire Market . . . More Listeners Than Any Other Station

This tremendous sales activity emphasizes Glens Falls' far-reaching attraction as a shopping center for upstate New York and southwestern Vermont. Only WWSC parallels this broad shopping pattern—penetrates the entire Glens Falls market . . . more than 167,000 people, in 46,090 radio homes . . . spending more than $170,000,000 a year. Coverage, Programming, Sales add up to Big Business for you at Low Cost.

	Total	Above U.S. Avge.	RANK in Group*	RANK in State**
Population	19,700		109	40
Retail Sales	$42,073,000	132%	18	27
Food	9,032,000	117%	12	31
General Mdse.	4,507,000	108%	38	26
Furn.-Hshld	2,498,000	149%	34	26
Drug	881,000	88%	75	33
Automotive	9,973,000	162%	57	24

* Under 25M Group (353 cities)
** All cities Regardless of size

GLENS FALLS, N. Y. **WWSC** ABC AFFILIATE

Represented by Everett-McKinney, Inc.

NEW JERSEY (cont.)

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Union City	56.1	13	13	12	6	12	19	27	16	64	58
Hoboken	51.3	14	19	20	25	21	22	47	20	60	63
Bloomfield	50.1	15	25	21	29	29	15	45	13	13	14
Montclair	44.4	16	18	17	26	20	14	11	10	5	3
Plainfield	42.9	17	11	13	10	13	12	10	15	15	16
Perth Amboy	41.9	18	14	16	16	11	17	14	30	63	70
North Bergen	41.0	19	31	33	64	28	54	21	19	32	29
Kearny	40.4	20	34	25	49	51	27	40	22	30	35
New Brunswick	39.4	21	12	15	14	8	10	16	26	53	50
Orange	39.0	22	23	18	21	26	21	67	17	17	20
Union	38.6	23	33	28	50	37	34	64	21	23	27
West New York	38.4	24	20	19	19	16	25	34	25	49	38
Woodbridge	36.2	25	41	37	41	68	48	65	33	51	62
Teaneck	33.3	26	40	22	*	41	58	*	18	10	10
Belleville	32.6	27	42	35	45	56	41	36	31	40	43
Linden	30.8	28	30	27	40	32	31	25	34	33	48
Hackensack	29.6	29	10	9	7	10	16	9	29	25	25
West Orange	29.0	30	55	54	63	61	55	62	24	8	11
Garfield	28.0	31	57	50	65	58	67	56	51	74	76
Nutley	27.1	32	53	41	58	62	40	70	27	9	12
Maplewood	24.7	33	49	45	66	57	44	42	23	3	4
Fair Lawn	24.2	34	54	42	61	72	39	73	42	39	39
Englewood	23.5	35	26	29	34	27	33	15	35	16	17
Long Branch	23.4	36	28	24	27	40	29	39	38	34	28
Pennsauken	23.1	37	56	72	74	64	71	41	44	68	56
Rahway	21.7	38	36	38	32	18	43	48	43	46	44
Westfield	21.6	39	37	39	31	35	23	30	28	4	5
Hillside	21.3	40	51	49	*	65	63	51	41	19	24
Phillipsburg	19.2	41	60	56	*	60	73	57	53	56	60
Cranford	19.0	42	65	47	57	73	50	74	39	12	13
Bridgeton	18.7	43	27	31	30	23	42	26	55	72	72
Summit	18.2	44	39	40	43	42	46	24	37	7	6
Bergenfield	17.9	45	70	60	52	50	61	68	50	45	42
Ridgewood	17.7	46	32	36	38	31	24	18	40	11	9
Rutherford	17.7	46	48	51	53	38	49	37	47	31	30
Cliffside Park	17.4	48	76	52	60	55	68	69	52	44	46
Morristown	17.4	49	24	30	15	19	20	23	45	26	23
Asbury Park	17.2	50	17	26	8	17	18	17	49	50	34
Millville	16.3	51	47	53	37	45	66	44	57	75	74
Collingswood	15.5	52	43	43	55	71	53	38	46	22	18
South Orange	15.4	53	46	62	*	70	38	22	32	1	1
Millburn	13.9	54	74	59	*	44	52	72	36	2	2
Red Bank	12.9	55	21	32	17	25	26	19	54	24	22
Princeton	12.4	56	45	55	42	75	35	46	48	6	8
Burlington	12.3	57	50	71	36	46	47	33	62	67	73
Pleasantville	12.2	58	62	61	48	69	56	53	56	59	59
Somerville	11.7	59	38	44	23	30	30	43	60	69	69
South River	11.5	60	73	69	46	54	64	66	59	52	66
Dover	11.4	61	35	34	24	34	45	31	58	47	61
Woodbury	11.1	62	52	57	47	53	36	28	61	70	68
Salem	9.3	63	69	65	39	48	65	71	63	62	57
Hammonton	8.6	64	71	73	44	59	70	55	65	43	53
Bound Brook	8.5	65	64	67	59	63	51	54	71	71	75
Vineland	8.2	66	29	46	28	33	32	32	66	55	51
Freehold	7.7	67	61	63	51	39	59	61	64	42	32
Boonton	7.7	67	67	66	62	67	60	60	68	54	67
Westwood	6.9	69	66	70	54	36	75	50	67	38	37
Ocean City	6.0	70	58	64	22	66	57	63	72	76	71
Newton	5.9	71	75	58	*	49	76	59	69	48	47
Wildwood	5.6	72	44	48	33	52	62	52	70	58	40
Little Ferry	5.0	73	72	76	*	74	74	20	74	73	65

NEW JERSEY (cont.)

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Washington	4.9	74	68	75	35	47	28	49	73	66	54
Flemington	3.1	75	59	74	*	43	69	*	75	61	52
Neptune Township	3.1	75	63	68	*	76	72	58	76	65	55
	3046.7										

NEW MEXICO

Albuquerque	98.8	1	1	1	1	*	1	*	1	1	1
Santa Fe	28.1	2	3	4	*	1	2	*	2	2	4
Roswell	26.0	3	2	2	*	3	*	*	3	3	2
Carlsbad	18.2	4	5	3	4	2	3	3	4	6	5
Clovis	17.6	5	4	6	2	4	*	1	5	4	3
Hobbs	14.1	6	6	5	3	5	5	2	6	11	8
Las Cruces	12.5	7	7	7	6	7	6	6	7	9	12
Los Alamos	10.6	8	13	13	*	*	*	*	8	13	10
Gallup	9.2	9	8	9	5	8	7	*	12	12	13
Tucumcari	8.5	10	9	8	8	10	*	*	11	7	11
Artesia	8.3	11	10	12	7	*	4	*	9	5	6
Portales	8.2	12	11	10	*	9	*	5	10	10	9
Silver City	7.2	13	12	11	9	6	*	4	13	8	7
	267.3										

NEW YORK

New York City	7965.6	1	1	1	1	1	1	1	1	21	19
Buffalo	587.0	2	2	2	2	2	2	2	3	33	43
Hempstead Township	435.0	3	3	3	6	3	3	3	2	13	10
Rochester	336.8	4	4	4	3	4	4	4	4	25	23
Syracuse	223.7	5	5	5	4	5	5	5	6	55	51
Yonkers	155.0	6	10	7	20	9	10	12	7	15	14
North Hempstead	144.4	7	7	8	17	10	8	7	5	12	8
Albany	136.6	8	6	6	8	6	6	6	8	24	17
Utica	103.2	9	9	10	9	12	11	10	11	34	37
Schenectady	93.6	10	8	9	7	14	7	9	14	61	49
Niagara Falls	92.4	11	12	15	10	16	12	16	15	56	76
Binghamton	82.4	12	11	13	5	7	9	8	17	59	56
Mount Vernon	73.0	13	15	12	28	13	16	15	9	9	9
Troy	72.9	14	14	14	16	8	15	13	16	36	32
Oyster Bay Township	66.9	15	20	17	55	37	25	30	12	10	13
New Rochelle	60.6	16	16	18	18	15	19	14	10	5	6
Elmira	50.5	17	17	19	13	17	17	17	18	51	39
White Plains	44.2	18	13	11	12	11	14	11	13	6	5
Jamestown	44.0	19	19	20	14	21	18	20	19	58	38
Rome	42.1	20	28	26	23	40	27	39	23	57	73
Poughkeepsie	41.7	21	18	16	11	18	20	21	20	52	42
Auburn	37.4	22	24	24	32	19	23	26	22	48	47
Watertown	34.8	23	22	23	15	22	21	19	21	31	28
Amsterdam	32.9	24	26	25	30	28	34	29	30	70	74
Newburgh	32.4	25	21	21	19	20	22	18	26	66	52
Ithaca	29.9	26	25	27	22	30	29	25	24	23	22
Kingston	29.4	27	23	22	24	24	32	22	27	46	36
Lackawanna	28.0	28	50	55	78	51	45	36	35	69	84
Lockport	25.5	29	30	29	31	33	26	23	43	88	88
North Tonawanda	25.1	30	46	50	69	76	70	53	49	82	90
Port Chester	24.4	31	32	28	52	23	35	72	29	16	21
Gloversville	24.0	32	33	37	36	27	41	32	40	90	81
Olean	23.2	33	29	32	25	43	31	28	34	37	44
Middletown	23.0	34	31	30	38	31	24	33	33	50	34
Oswego	23.0	34	41	39	59	35	48	47	41	75	77
Cohoes	21.5	36	63	52	73	52	62	84	42	60	60
Endicott	20.6	37	34	38	33	38	37	34	44	65	69

* Withheld to avoid disclosure.

The BEST NEWSPAPER in the 4th BEST U.S. MARKET*

* Only 4 U.S. Metropolitan counties equal Albany County, N.Y. in Retail Sales per Capita.

THE ALBANY KNICKERBOCKER NEWS

1 of 22 Gannett Newspapers

Best in Circulation:

In the city zone and balance of the Metropolitan Albany County, The Knickerbocker News has 128% as much evening circulation as does the other newspaper in the morning.

Best in Advertising:

The evening Knickerbocker News carries 193% as much display advertising as does the morning newspaper; in fact three-quarters of a million lines more than do the morning and Sunday newspapers combined—well over a million lines more if allowance is made for alcoholic beverage advertising which The Knickerbocker News does not accept.

"The Best Newspaper in the Empire State's Best Market"

Represented by J. P. McKinney & Son *New York* *Chicago* *San Francisco*

From Both Angles CORNING Looks GOOD . . .

Whether you view Corning close-up or from the trading area viewpoint, it looms up as a shrewd advertising buy . . . now and especially for future cultivation.

Corning is the home of such industrial giants as Corning Glass Works . . . with its vast output for consumer, industry and science . . . and Ingersoll Rand, at its highest employment in history . . . and not only has, for its size, one of the largest manufacturing payrolls in the state, increased 20 per cent in the past year, but has also seen over 300,000 people visit its famed Glass Center in the first five months of operation.

The trading area is jam-packed with close-knit cities and towns . . . on both sides of the New York-Pennsylvania line . . . 85,820 people who depend on Corning for their living needs and look to this city as their "metropolitan" center.

Corning . . . a market of long-range and ever-increasing strength . . . is covered only by the Corning Leader . . . which delivers a rich share of three counties with retail sales totaling $125,000,000.

Represented by The Julius Mathews Special Agency, Inc.



8 Points of Superiority

Make It Easy to SELL IN FAST-MOVING ASHEVILLE!

Right now—check Asheville's amazing showing in the national picture (this issue). Sales potentialities are tremendous—for YOU! General Market folder, Drug folder and Food folder await your request. Hurry!

The BRANHAM Company, *General Representatives*

1st in FOOD, DRUG and AUTOMOTIVE CLASSIFICATIONS

. . . on per capita basis, in comparison with all comparable North Carolina cities (figures derived from S-M SBP). Great Test Market, too (let us give survey facts).

Asheville, N. C.
MORNING EVENING
CITIZEN & TIMES
SUNDAY CITIZEN-TIMES

NEW YORK (cont.)

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Kenmore	20.6	37	44	33	71	67	28	31	32	19	18
Johnson City	19.9	39	65	57	72	57	56	77	46	53	70
Glens Falls	19.7	40	27	31	26	26	33	24	47	74	66
Cortland	18.4	41	39	43	35	39	74	38	39	39	27
Dunkirk	18.3	42	43	41	40	41	52	44	52	62	62
Batavia	18.1	43	35	42	34	34	47	27	45	44	45
Plattsburg	18.0	44	38	46	27	45	42	35	55	54	67
Corning	18.0	44	45	53	41	46	46	37	51	64	58
Peekskill	18.0	44	37	35	51	29	30	49	38	27	24
Geneva	17.4	47	36	40	37	36	39	56	57	67	63
Ossining	16.4	48	51	54	74	49	55	63	36	17	16
Ogdensburg	16.3	49	64	66	47	53	65	85	53	32	41
Long Beach	15.8	50	49	36	82	60	40	80	37	14	15
Saratoga Springs	15.7	51	42	67	49	47	43	43	59	76	64
Hornell	15.4	52	47	51	42	54	49	48	61	71	61
Watervliet	15.3	53	91	60	87	89	88	68	58	38	46
Glen Cove	15.3	53	52	56	58	32	69	57	50	20	28
Mamaroneck	15.2	55	74	59	86	70	53	89	28	7	7
Tonawanda	14.8	56	55	45	45	77	38	54	60	45	54
Beacon	14.4	57	59	34	66	87	64	82	62	42	55
Fulton	14.1	58	53	61	46	50	51	64	63	63	57
Oneonta	13.8	59	40	48	21	59	44	50	65	77	59
Massena	13.3	60	61	65	53	61	68	62	68	47	79
Scarsdale	13.3	60	72	76	91	91	63	91	25	1	3
Hudson	11.9	62	54	49	50	44	58	52	64	35	33
Rye	11.9	62	79	71	89	83	59	71	31	4	4
Oneida	11.6	64	58	70	57	55	50	45	66	43	40
Johnstown	11.1	65	77	74	75	63	82	69	76	91	91
Newark	10.5	66	68	88	54	86	89	59	67	30	26
Malone	9.7	67	56	75	43	62	67	41	72	68	71
Herkimer	9.6	68	60	69	39	42	78	61	80	85	89
Little Falls	9.6	68	82	77	64	68	81	83	77	84	85
Port Jervis	9.4	70	66	62	60	58	72	74	75	89	82
Salamanca	9.0	71	89	84	79	79	77	70	78	78	78
Norwich	9.0	71	73	80	44	85	84	66	74	87	75
Tarrytown	8.9	73	87	68	80	48	66	88	56	11	11
Canandaigua	8.5	74	78	85	62	75	87	58	70	26	31
Potsdam	7.6	75	84	73	48	66	91	86	79	22	52
Mechanicville	7.6	75	88	86	68	80	83	79	84	83	87
Patchogue	7.5	77	48	44	29	65	75	76	73	28	25
Hamburg	7.1	78	67	79	84	90	71	42	71	18	20
East Rochester	7.1	78	75	90	56	88	13	67	81	29	48
Saranac Lake	7.0	80	83	89	67	71	76	73	82	79	65
Bronxville	6.9	81	62	47	83	74	36	90	48	2	2
Wellsville	6.5	82	76	81	63	72	61	46	83	81	72
Larchmont	6.4	83	80	58	90	78	54	81	54	3	1
Babylon	6.1	84	81	64	88	73	79	78	88	73	83
Nyack	6.0	85	57	63	77	25	60	40	87	72	80
Mount Kisco	6.0	85	70	82	85	56	86	55	69	8	12
Bath	5.5	87	90	91	70	81	85	65	89	80	68
Catskill	5.4	88	69	87	65	64	80	51	85	49	49
Gouverneur	5.0	89	86	78	61	69	90	75	91	86	86
Liberty	4.7	90	85	83	81	84	73	87	86	41	35
Monticello	4.3	91	71	72	76	82	57	60	90	40	30
	11919.6										

NORTH CAROLINA

Charlotte	135.3	1	1	1	2	1	1	1	1	2	2
Winston Salem	88.2	2	4	3	4	5	4	4	2	6	6
Greensboro	74.9	3	2	2	1	2	5	3	3	5	4
Durham	71.5	4	6	6	6	4	6	6	4	4	5

NORTH CAROLINA (cont.)

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Raleigh	66.1	5	3	5	5	3	2	2	5	1	1
Asheville	53.1	6	5	4	3	6	3	5	6	9	7
Wilmington	45.7	7	7	7	8	*	7	8	7	12	8
High Point	40.5	8	10	8	18	9	8	10	8	8	9
Fayetteville	35.1	9	8	10	7	10	9	*	9	18	21
Rocky Mount	28.1	10	11	11	10	11	11	12	13	26	29
Burlington	24.8	11	12	12	14	8	13	11	10	3	3
Wilson	23.4	12	15	17	23	14	14	17	12	15	14
Gastonia	23.3	13	9	9	9	7	10	7	11	7	11
Goldsboro	21.7	14	14	21	12	13	15	14	15	17	19
Salisbury	20.3	15	13	14	11	18	12	9	14	10	10
Kinston	18.6	16	17	20	13	*	*	16	16	14	15
Statesville	17.1	17	19	16	24	21	17	18	17	20	20
Greenville	17.0	18	18	18	20	20	19	19	18	23	22
Concord	16.9	19	21	15	17	15	16	23	20	24	25
New Bern	16.1	20	20	19	21	22	*	24	21	31	26
Shelby	15.7	21	22	22	19	17	20	20	23	33	35
Hickory	15.0	22	16	13	16	16	25	13	19	16	16
Lexington	13.8	23	28	24	34	12	31	25	26	35	36
Elizabeth City	12.9	24	24	23	39	*	24	*	22	13	18
Reidsville	12.0	25	34	29	36	28	21	31	27	36	32
Albemarle	12.0	25	29	28	28	25	23	*	24	29	26
Henderson	11.1	27	25	33	22	30	*	*	30	37	37
Monroe	10.3	28	26	36	26	34	29	15	34	38	40
Sanford	10.2	29	37	37	37	33	*	*	28	21	24
Washington	9.8	30	30	27	32	29	32	29	25	11	17
Lumberton	9.3	31	23	31	15	31	30	22	29	27	30
Morganton	8.4	32	40	38	38	35	34	32	35	32	33
Roanoke Rapids	8.3	33	33	26	29	26	27	27	37	39	38
Tarboro	8.2	34	39	40	30	*	33	28	31	22	28
Lenoir	8.0	35	35	32	40	27	26	33	36	34	34
Asheboro	7.8	36	31	30	27	32	22	21	39	41	41
Mount Airy	7.3	37	32	34	25	23	18	26	33	25	23
Dunn	6.4	38	36	39	35	24	28	30	38	30	31
Hendersonville	6.2	39	27	25	33	*	*	*	32	19	12
North Wilkesboro	4.4	40	41	*	41	*	*	*	41	40	39
Rockingham	3.4	41	38	35	31	19	*	34	40	28	13
	1038.2										

NORTH DAKOTA

Fargo	38.7	1	1	1	1	1	1	1	1	6	2
Grand Forks	27.0	2	2	2	*	*	4	2	2	8	6
Minot	22.3	3	3	3	3	*	2	3	3	10	7
Bismarck	18.8	4	4	4	2	2	3	*	4	5	5
Jamestown	10.8	5	5	5	10	*	*	4	5	11	11
Dickinson	7.6	6	8	9	4	6	*	7	8	7	10
Williston	7.5	7	6	6	6	4	*	6	6	4	4
Valley City	6.9	8	9	7	7	5	*	9	9	9	8
Grafton	6.8	9	11	11	8	*	*	10	11	1	9
Devils Lake	6.5	10	7	8	5	*	5	5	7	3	3
Wahpeton	5.2	11	10	10	9	3	6	8	10	2	1
	158.1										

OHIO

Cleveland	921.3	1	1	1	1	1	1	1	1	11	11
Cincinnati	509.2	2	2	2	2	2	2	2	2	22	10
Columbus	381.3	3	3	3	3	3	3	3	3	34	28
Toledo	306.6	4	4	4	4	4	5	4	4	26	22
Akron	277.9	5	6	5	6	6	6	5	5	19	14
Dayton	247.3	6	5	6	5	5	4	6	6	28	24

* Withheld to avoid disclosure.

Investments in the

SYRACUSE, N. Y. Market

pay BIG Dividends!

*Market Rankings**
place SYRACUSE, N. Y.

2nd in Food Sales
6th in General Merchandise Sales
5th in Total Retail Sales

*From Sales Management's 1951 Market Rankings
in the population group 100,000 to 250,000

The Syracuse, N. Y., market consistently yields big sales returns for distribution and advertising investments. Just dig a little deeper and you'll find that the Syracuse market also has the desirable character of spending more of their effective buying income at the retail counter. Last year this spending represented nearly $300 million dollars, from an Effective Buying Income of $309,153,000, and a population of 223,700.

Whether you are launching a test campaign or planning expansion of your present sales program, this proven market assures maximum success.

SYRACUSE NEWSPAPER CIRCULATION provides complete coverage of this key market. Today, more than 205,000 daily and 324,000 Sunday circulation delivers the message of manufacturer and retailer to this great ready-to-buy, able-to-buy audience.



YOUR DOLLAR in Newspaper Advertising Buys Complete Coverage of this Important Market at **ONE LOW COST**

ALL BUSINESS IS LOCAL!

The SYRACUSE *Newspapers*

HERALD JOURNAL *(Evening)* — **POST STANDARD** *(Morning)*
HERALD-AMERICAN *(Sunday)* **POST-STANDARD** *(Sunday)*

GENERAL ADVERTISING REPRESENTATIVES **MOLONEY, REGAN & SCHMITT**

HIRING SALESMEN?

Write for a free sample of our specialized application blank

In evaluating applicants for sales jobs, your company needs detailed information on the education, background, sales experience and individual characteristics of each prospective employe.

To fill this need, SALES MANAGEMENT has prepared specialized "application for employment" forms based on the opinions of a group of experts on hiring salesmen. These detailed four-page forms will give you all the basic information you need on each applicant. They have been approved by legal experts as conforming to the New York State anti-discrimination law, regarded as the strictest of any state in the nation.

A free sample of this "application for employment" blank will be provided, with a price list, on request. Write—SALES MANAGEMENT, 386 Fourth Avenue, New York 16, N. Y.

OHIO (cont.)

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Youngstown	170.5	7	7	7	7	7	7	7	16	29	
Canton	118.3	8	8	8	8	8	8	8	8	23	30
Springfield	79.4	9	9	9	10	9	9	9	11	37	34
Lakewood	69.0	10	15	14	27	25	10	10	10	7	6
Cleveland Heights	59.8	11	19	10	65	16	11	17	9	3	3
Hamilton	58.7	12	11	11	14	10	14	12	15	43	48
Lorain	51.7	13	14	13	18	20	17	25	16	18	33
Lima	50.7	14	10	15	9	18	13	11	19	41	41
Warren	50.6	15	12	12	12	12	15	13	13	13	18
Mansfield	44.2	16	13	17	11	11	18	19	18	20	13
Euclid	42.2	17	46	29	71	35	33	55	12	4	4
Zanesville	41.1	18	17	19	16	13	16	14	22	46	42
East Cleveland	40.6	19	29	25	70	37	12	16	14	8	5
Portsmouth	37.4	20	18	22	13	14	21	18	25	40	50
Steubenville	36.3	21	16	16	21	15	20	15	21	6	12
Norwood	35.2	22	26	23	58	30	22	21	20	9	8
Newark	34.8	23	22	20	24	27	30	24	26	45	40
Marion	34.4	24	23	26	*	24	24	23	31	60	64
Middletown	34.2	25	20	18	25	17	25	20	23	14	17
Elyria	30.7	26	21	24	15	19	26	22	28	33	31
Massillon	30.1	27	24	21	22	29	36	28	30	29	37
Sandusky	29.6	28	25	27	26	22	19	38	27	24	19
Cuyahoga Falls	29.6	28	37	28	53	47	38	31	24	5	7
Shaker Heights	28.5	30	39	33	*	57	23	33	17	1	2
Barberton	28.4	31	33	31	38	38	28	36	29	15	27
Alliance	26.5	32	28	34	20	21	34	32	33	62	70
East Liverpool	24.5	33	27	30	17	23	32	27	32	38	39
Lancaster	24.5	33	34	38	29	31	27	35	34	54	59
Findlay	24.2	35	30	36	43	28	31	26	40	88	84
Ashtabula	23.5	36	31	32	23	33	35	37	35	44	51
Chillicothe	20.4	37	32	35	40	34	29	29	38	39	38
Tiffin	19.2	38	41	40	34	42	44	42	37	31	23
Piqua	17.7	39	44	44	32	45	40	41	43	69	62
Niles	17.0	40	68	46	*	90	64	72	44	30	57
Fremont	16.8	41	38	39	30	26	48	51	39	35	20
Ironton	16.6	42	43	43	47	43	*	54	52	78	83
Marietta	16.3	43	40	42	37	32	42	45	42	47	47
Cambridge	14.9	44	48	51	31	39	59	50	55	83	79
Ashland	14.6	45	49	49	39	40	43	56	46	52	49
Painesville	14.6	45	35	37	19	55	37	30	51	61	73
Fostoria	14.5	47	57	62	48	62	60	62	45	36	32
Wooster	14.2	48	36	52	33	52	39	44	47	58	54
Martins Ferry	13.5	49	89	60	*	70	72	81	67	84	89
North Philadelphia	13.2	50	59	48	45	46	51	70	49	53	53
Xenia	13.1	51	45	56	41	44	52	40	72	90	88
Salem	12.9	52	47	45	42	41	45	43	41	12	9
Bellaire	12.8	53	74	53	51	65	67	77	68	82	86
Kent	12.6	54	72	61	66	64	41	63	63	73	78
Mount Vernon	12.2	55	42	50	28	61	46	49	70	85	82
Bowling Green	12.2	55	61	64	36	78	61	65	48	32	36
Delaware	12.0	57	58	68	67	63	*	57	53	59	43
Athens	11.8	58	53	74	61	36	49	39	54	42	46
Coshocton	11.8	58	51	54	35	50	*	47	58	56	60
Sidney	11.6	60	64	55	46	58	57	60	69	81	80
Defiance	11.5	61	56	63	*	48	56	46	56	48	52
Rocky River	11.3	62	83	41	*	83	69	87	36	2	1
Troy	10.8	63	60	67	49	69	50	82	50	21	21
Washington Court House	10.7	64	54	72	*	86	*	88	61	63	58
Bucyrus	10.5	65	67	69	62	56	62	66	62	65	55
Bellefontaine	10.5	65	52	57	44	53	66	48	64	66	63
Van Wert	10.4	67	55	59	*	51	*	61	57	55	35
Conneaut	10.2	68	81	70	55	80	70	85	73	70	74

OHIO (cont.)

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Galion	10.1	69	70	71	*	66	84	73	60	49	44
Norwalk	10.0	70	69	75	59	71	47	64	65	68	56
Dover	10.0	71	65	66	52	67	68	52	74	77	76
Ravenna	9.9	72	62	47	64	77	71	74	76	80	77
Bedford	9.2	73	76	65	*	84	54	34	59	17	15
Greenville	9.0	74	50	76	50	49	58	53	75	76	69
Circleville	8.8	75	75	78	56	73	*	86	82	89	90
Kenton	8.6	76	77	82	69	60	63	71	81	87	81
Urbana	8.5	77	71	77	72	54	55	67	77	57	66
Gallipolis	8.0	78	82	86	57	87	75	89	83	51	87
Reading	8.0	78	78	58	76	79	*	78	66	10	16
Shelby	3.0	78	79	73	77	72	73	80	71	27	26
Wilmington	7.5	81	66	79	63	68	78	76	78	67	61
Jackson	6.6	82	86	81	*	59	*	79	79	50	45
Logan	6.1	83	87	83	54	89	*	90	84	74	67
Lockland	5.8	84	88	88	*	88	65	69	80	25	24
Celina	5.8	84	73	85	68	76	77	58	85	71	71
Napoleon	5.4	86	85	87	60	74	*	84	88	75	75
London	5.3	87	80	89	73	82	74	68	86	64	68
Hillsboro	5.2	88	90	84	74	85	79	83	87	72	65
Medina	5.2	88	63	80	75	75	53	59	89	79	72
Lebanon	4.7	90	84	90	*	81	76	75	90	86	84
	4630.9										

OKLAHOMA

	1/1/51	P	R	F	G	H	D	A	I	IF	IC
Oklahoma City	245.6	1	1	1	1	1	1	1	1	3	3
Tulsa	182.9	2	2	2	2	2	2	2	2	2	2
Muskogee	37.7	3	4	3	4	*	4	5	4	11	7
Enid	36.4	4	3	4	3	*	3	3	3	5	5
Lawton	34.9	5	5	5	6	*	6	*	5	10	11
Norman	27.4	6	13	6	16	*	8	15	16	29	29
Shawnee	24.8	7	6	7	5	4	5	*	8	6	7
Ponca City	20.5	8	7	8	12	3	9	6	7	4	4
Stillwater	20.5	9	15	11	19	14	15	14	10	17	21
Bartlesville	19.5	10	8	9	*	6	7	*	6	1	1
Okmulgee	18.5	11	16	16	13	13	18	13	13	22	23
Ardmore	18.0	12	10	13	8	10	10	8	9	14	12
McAlester	18.0	12	11	12	7	8	11	7	11	16	17
Ada	16.1	14	9	14	10	5	14	4	12	12	13
Chickasha	16.0	15	14	15	9	11	13	12	14	21	19
Duncan	15.5	16	12	10	11	9	12	10	15	19	18
Sapulpa	13.2	17	23	19	22	16	21	17	17	18	16
Seminole	12.0	18	18	24	25	12	19	9	18	13	14
Miami	11.8	19	17	18	14	7	20	11	25	28	28
El Reno	11.1	20	21	17	23	*	16	19	22	26	24
Durant	10.6	21	19	21	17	*	25	*	24	25	25
Guthrie	10.1	22	24	26	18	17	24	21	19	9	6
Altus	9.7	23	20	20	20	*	22	18	21	23	22
Blackwell	9.3	24	26	22	27	20	17	22	20	15	15
Cushing	8.5	25	27	25	21	21	28	27	28	27	27
Elk City	8.0	26	29	28	15	22	29	24	26	20	20
Clinton	7.6	27	22	23	24	18	23	16	23	8	10
Pauls Valley	6.9	28	28	27	26	19	27	20	29	24	25
Alva	6.6	29	25	29	28	15	26	23	27	7	9
	877.7										

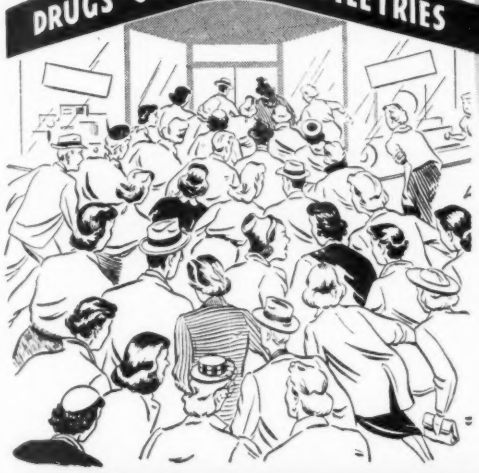
OREGON

	1/1/51	P	R	F	G	H	D	A	I	IF	IC
Portland	377.9	1	1	1	1	1	1	1	1	1	1
Salem	43.9	2	3	2	3	3	3	2	2	9	8

* Withheld to avoid disclosure.

The Southwest's BIGGEST DRUG MARKET

DRUGS · COSMETICS · TOILETRIES



The Sunday Oklahoman 260,398 Reader Families

No other Sunday newspaper in the Southwest, regardless of city size and potential "market", can actually deliver your sales message into so many homes as does The Sunday Oklahoman.

The Sunday Oklahoman's market of 260,398 families, therefore, tops the list of Southwestern markets. It's a real market, not a potential. It's the Southwestern market you should put first and foremost on YOUR list.

THE DAILY OKLAHOMAN

MORNING 146,901

DAILY COMBINED 263,179

EVENING 116,278

OKLAHOMA CITY TIMES

Shakedown Runs This Month For New 12-Unit Goss "Headliner"

All regular editions of the Oklahoman and Times are now being printed on their new Goss "Headliner" press. Following experimentation and trial runs, the finest letter press, full-color newspaper reproduction will be available to national advertisers.



No Sunday Magazine section published or sold in the Southwest reaches so many homes as The Sunday Magazine Section of The Daily Oklahoman. Locally edited, locally printed — it enjoys the high reader interest that pays off for advertisers. Ask your Katz representative for result stories.

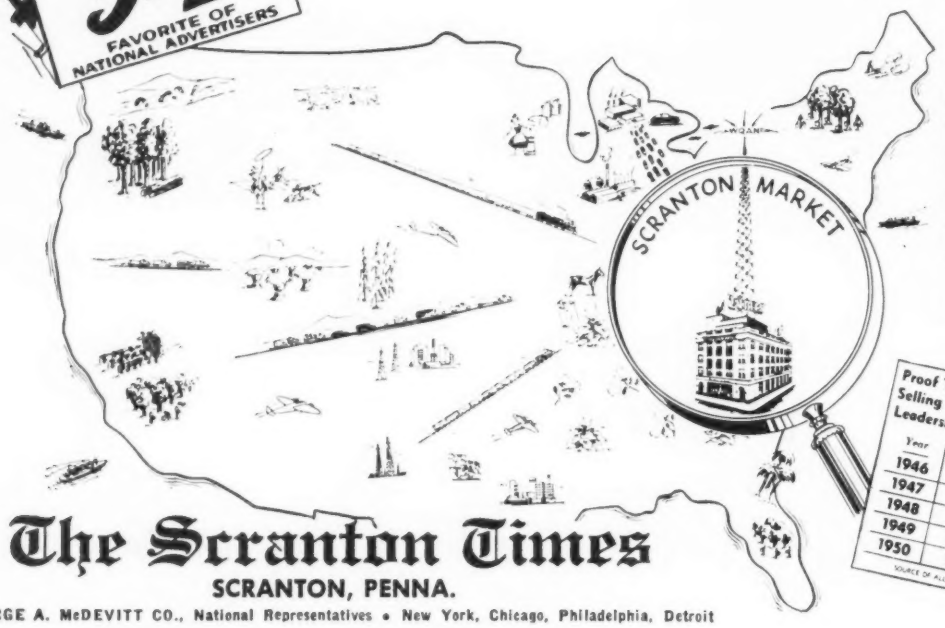
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That Appears In Scranton's Daily Papers

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MANUFACTURERS OF PRODUCTS THAT ENJOY NATION-WIDE FAME PREFER THE COMPLETE COVERAGE OF THE SCRANTON TIMES TO BRING THEIR ADVERTISING MESSAGE TO ALL THE READERS IN THE RICH ANTHRACITE TRADING AREA!

Proof That The Scranton Times Does a More Effective Selling Job Is Indicated By the Overwhelming Lineage Leadership – Year-After-Year – In National Advertising

Year	The Scranton Times	The Second Paper	
1946	1,560,072	609,723	71.8%
1947	2,057,821	794,937	72.1%
1948	1,882,495	670,232	73.7%
1949	2,018,204	724,562	73.5%
1950	2,088,145	698,401	74.9%

SOURCE OF ALL LINAGE FIGURES: PRINTERS' INK RECORD, GENERAL DISPLAY CLASSIFICATION

The Scranton Times

SCRANTON, PENNA.

GEORGE A. McDEVITT CO., National Representatives • New York, Chicago, Philadelphia, Detroit

RADIO STATION WQAN — AM and FM

OREGON (cont.)

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Eugene	36.4	3	2	3	2	2	2	3	3	3	3
Medford	17.5	4	5	5	5	4	5	5	5	4	4
Corvallis	16.5	5	10	9	8	*	*	9	6	8	9
Klamath Falls	16.1	6	4	4	4	*	4	4	4	2	2
Astoria	12.4	7	8	6	12	9	9	11	7	5	5
Pendleton	11.9	8	9	14	13	12	7	7	8	14	12
Bend	11.5	9	15	11	19	7	11	15	9	15	15
Albany	10-2	10	6	7	7	10	10	14	15	21	21
Baker	9.5	11	17	16	15	*	13	*	11	13	13
LaGrande	8.7	12	18	17	14	*	*	*	10	6	7
Roseburg	8.4	13	7	10	6	6	8	6	17	19	20
Grants Pass	8.1	14	12	8	10	14	*	16	14	20	14
Oregon City	7.8	15	13	12	16	5	6	12	13	12	11
The Dalles	7.8	*	14	15	18	11	*	13	12	11	10
McMinnville	6.7	17	19	19	11	15	17	18	18	17	17
Coos Bay	6.1	18	11	13	9	8	12	10	16	7	6
Lebanon	5.9	19	22	18	22	13	18	19	19	16	19
Hillsboro	5.2	20	16	20	20	18	15	8	21	22	22
Ontario	4.5	21	20	22	17	16	16	17	20	10	16
Tillamook	3.7	22	21	21	21	17	14	20	22	18	18
	636.7										

PENNSYLVANIA

Philadelphia	2091.8	1	1	1	1	1	1	1	1	19	19
Pittsburgh	682.6	2	2	2	2	2	2	2	2	11	12
Erie	131.8	3	3	3	7	5	5	3	3	45	46
Scranton	126.3	4	7	4	8	6	7	7	4	43	41
Reading	110.5	5	4	5	9	3	4	6	7	64	56
Allentown	107.6	6	5	6	4	4	8	4	6	46	40
Harrisburg	90.3	7	6	7	6	7	3	5	5	20	9
Upper Darby	86.2	8	15	14	25	22	6	8	8	12	14
Altoona	77.9	9	14	10	13	11	18	17	16	92	85
Wilkes Barre	77.6	10	8	11	3	9	13	27	9	78	49
Bethlehem	66.8	11	16	15	34	19	11	12	10	27	27
Chester	66.7	12	11	9	38	10	15	18	13	29	33
Lancaster	64.5	13	10	13	10	12	9	15	11	40	23
Johnstown	63.6	14	9	12	5	14	14	11	15	26	39
York	60.5	15	13	16	12	13	16	13	12	38	16
McKeesport	51.9	16	12	8	18	8	12	14	17	36	36

PENNSYLVANIA (cont.)

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
New Castle	49.2	17	17	17	19	18	19	20	22	72	72
Lower Merion	49.0	18	21	20	89	35	10	9	14	3	4
Williamsport	45.6	19	18	19	14	21	17	22	20	61	42
Haverford Township	39.8	20	94	73	*	105	44	65	21	18	21
Norristown	38.7	21	23	21	22	26	23	42	25	52	64
Hazelton	36.0	22	25	23	26	23	30	31	23	8	31
Easton	34.9	23	19	18	16	17	21	33	24	50	32
Wilkinsburg	31.7	24	35	29	60	52	25	16	19	4	3
Abington	29.1	25	96	99	*	103	67	46	26	22	25
Lebanon	28.4	26	28	30	27	25	28	26	30	79	68
Sharon	26.6	27	24	25	21	27	24	25	27	31	29
Mount Lebanon Township	26.5	28	65	37	98	109	34	50	18	1	1
Aliquippa	26.5	*	39	32	28	78	42	66	35	56	89
Washington	26.2	30	26	22	23	29	20	37	29	35	44
New Kensington	25.6	31	29	27	32	33	26	21	28	28	24
Pottsville	23.9	32	30	48	20	20	35	36	34	49	62
Butler	23.8	33	22	26	17	30	27	24	33	42	37
Pottstown	22.9	34	33	35	43	28	29	28	38	75	69
Cheltenham	22.9	34	104	112	97	106	58	109	31	23	5
Kingston	21.4	36	38	46	*	100	92	10	32	15	20
Uniontown	20.7	37	20	24	15	15	22	19	42	77	67
Nanticoke	20.3	38	71	52	84	70	99	101	47	80	93
Oil City	19.8	39	44	40	49	48	55	38	43	65	60
Clairton	19.7	40	62	47	92	93	68	67	41	33	57
Meadville	19.1	41	34	33	35	36	36	23	36	51	28
Monessen	18.1	42	63	51	*	58	63	78	56	87	92
Duquesne	17.8	43	92	56	86	99	52	107	44	24	55
Bradford	17.6	44	42	38	53	51	40	39	39	32	18
Beaver Falls	17.5	45	36	31	29	31	37	34	51	83	78
Chambersburg	17.4	46	40	54	50	46	49	44	62	102	93
Greensburg	17.4	46	27	36	24	24	38	30	37	14	15
State College	17.3	48	82	90	82	87	56	103	52	86	79
Shamokin	17.1	49	51	53	44	39	46	76	55	73	81
Braddock	16.7	50	32	34	36	15	43	32	45	34	47
Ambridge	16.6	51	41	28	61	54	33	57	59	69	83
McKees Rocks	16.5	52	59	42	*	86	59	93	53	54	74
Carlisle	16.4	53	49	57	47	41	51	55	60	96	82
Carbondale	16.4	53	70	60	70	85	85	87	50	53	66

* Withheld to avoid disclosure.

USE THE OREGONIAN'S

Three steps to sales growth

in the Superior Oregon Market

1

THE OREGONIAN LEADS
in Portland Carrier-Delivered Circulation

More than 80% of Portland daily newspaper circulations are carrier-delivered. The Oregonian leads by 3,835. The Oregonian goes home and stays home!

2

THE OREGONIAN LEADS
in City & Retail Trading Zone Circulation

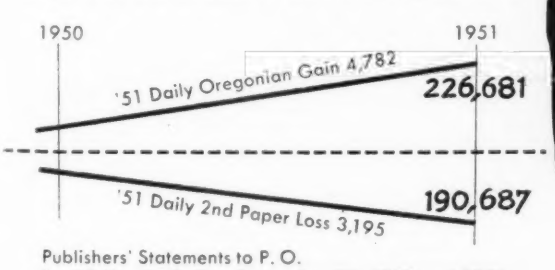
Double gains for you: (a) 10-year population growth of 37%; (b) Daily Oregonian circulation up 64%—it's the leader in City and Retail Trading Zone.

3

THE OREGONIAN LEADS
by 35,994 in Oregon Market Circulation

You get all Oregon and 7 southwestern Washington counties when you sell with The Oregonian—the circulation leader!

PORTLAND'S & OREGON'S GROWING NEWSPAPER



Publishers' Statements to P. O.
for 12 Months Ending September 30, 1950 and 1951.

grow with

the Oregonian

PORTLAND, OREGON

The Great Newspaper of the West

Sources: Sales Management, November 10, 1951, U. S. Census, 1940-1950; ABC Publishers' Statements, March 31, 1940, 1950, and 1951; Publishers' Statements to P. O. September 30, 1950-1951.

REPRESENTED NATIONALLY BY MOLONEY, REGAN AND SCHMITT, INC.

PLENTY COOKING HERE FOR FOOD ADVERTISERS

Big Food Sales Advance OIL CITY Ahead of 39 Larger Markets!

Grocery Advertising Earns Big Sales "Helpings"... with All the "Trimmings"

For every dollar of food sold in an average city, Oil City sells $1.65.

This lively sales activity reflects the spending of families who live outside the city but shop in its stores. We like to remind you also that Oil City ranks as a "superior" city in income . . . with family buying power $419 *above* the national average . . . and that the wage-earning families in this great industrial and oil center need—and buy—plenty of food.

The Derrick and Blizzard enables you to sell both city and trading area families . . . in a wide four county market with more than $24,000,000 food sales. Oil City is remote from larger centers . . . and equally remote when it comes to invading advertising efforts.

For complete coverage advertise in

DERRICK = Blizzard

Mornings - Evenings

OIL CITY, PA.

Represented by The Julius Mathews Special Agency, Inc.

PENNSYLVANIA (cont.)

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Jeannette	16.4	53	57	41	65	40	80	94	46	39	50
Shenandoah	16.0	56	60	70	67	65	61	92	70	62	101
Sunbury	15.8	57	48	63	42	38	47	43	64	100	88
West Chester	15.3	58	37	43	46	44	45	29	49	55	45
Pittston	15.2	59	68	80	56	49	91	110	69	44	90
Warren	14.9	60	31	50	11	68	60	52	72	103	97
Mount Carmel	14.5	61	93	87	52	91	82	105	79	93	106
Hanover	14.3	62	45	68	39	32	66	53	58	67	53
Berwick	14.2	63	78	76	54	94	86	68	85	106	108
Lewistown	14.1	64	46	45	37	45	41	61	61	71	59
Coatesville	14.0	65	54	55	62	50	32	64	66	63	71
Connellsville	13.5	66	56	97	41	56	39	51	55	60	63
Darby	13.4	67	87	44	*	77	57	108	76	85	94
Ellwood City	13.1	68	83	65	74	60	103	74	67	47	61
Phoenixville	13.0	69	85	72	87	76	48	96	73	57	76

PENNSYLVANIA (cont.)

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Dormont	12.9	70	74	67	*	90	54	45	40	2	2
Bristol	12.9	70	79	74	83	53	98	71	90	74	109
Turtle Creek	12.4	72	90	79	93	71	101	84	57	9	17
Carnegie	12.3	73	61	49	76	64	71	58	54	6	13
Lansdowne	12.2	74	113	113	96	107	97	49	48	10	8
Cannonsburg	12.2	74	69	66	80	62	76	70	68	21	43
Latrobe	12.1	76	58	69	51	47	89	69	63	16	30
Indiana	11.9	77	43	61	33	43	50	35	81	91	84
Donora	11.9	77	105	92	73	89	74	98	78	59	75
Du Bois	11.7	79	52	58	40	42	75	47	98	111	112
Tamaqua	11.7	79	88	88	90	74	102	72	77	58	69
Lock Haven	11.4	81	66	81	45	55	112	112	97	110	110
Mahanoy City	11.0	82	111	95	68	101	104	111	88	81	96
Bloomsburg	10.8	83	75	93	59	75	110	80	93	109	107

* Withheld to avoid disclosure.

SUPERIOR? . . . *Of Course*—HAZLETON!

Top Family Income among Pennsylvania Cities

HAZLETON'S ranking as a "Superior" city is a natural product of the highest Income Per Family ($6,576) among any Pennsylvania city of 35,000 or more population. The six categories where Hazleton's rank exceeds its population include the all-important Food, General Merchandise and Furniture-Household-Radio sales. In the growing Furniture-Household-Radio store group, Hazleton's volume outranks 71 cities which have greater populations!

Only Radio Station WAZL gives you *8 out of 10* listeners in the complete Hazleton shopping area with its 131,000 population and $497,753,000 total Effective Buying Income.

Ask about our new presentation

Radio Station WAZL (N.B.C.-M.B.S.) Hazleton, Pennsylvania

National Representatives: Robert Meeker Associates, Inc., 521 Fifth Ave., New York

No matter how you slice it

ALTOONA is a choice cut of your FOOD MARKET

Whether you measure it with "per capita" figures or "superior" rankings, a consistently above average level of food sales points to Altoona as an extra value market for the food advertiser.

Altoona's per capita food sales of $305 in 1950 were $94 above the U. S. average and $74 above average for the state of Pennsylvania. And Sales Management's November 10th study verifies the same story by ranking Altoona "Superior" in food sales. In addition, Altoona ranks a distinct *plus market* in furniture-household-radio sales—a significant "Superior" rating to the home furnishings and appliance manufacturer.

Home of the largest railroad shops in the world (P.R.R.), metropolitan Altoona recorded retail sales of $122,455,000 and Effective Buying Income of $161,638,000 in 1950. Here's a major sales target which national advertisers profitably cultivate with the 95.1% city zone coverage of the Altoona Mirror.

Altoona Mirror.

ALTOONA'S ONLY EVENING NEWSPAPER

95.1% Coverage of All Homes in the Altoona City Zone

Richard E. Beeler, Advertising Mgr.

We've Got the SALES . . . and CIRCULATION, TOO!

Sunbury's retail sales . . . $24,380,000 . . . are almost $10 Million *above* the "quota" for a city its size . . . a big 67% above par.

The city's stores sell 44% more food . . . 56% more general merchandise . . . 167% more furniture-household products . . . 127% more automotive products . . . and 71% more drugs than are required for an average city of its population. Sunbury is bursting its seams with retail activity.

Sunbury is the "city" in this area . . . no comparable shopping center in all Northumberland or neighboring counties. It is one of Pennsylvania's key retail hubs . . . and with circulation to parallel advertisers' big potentials.

The Daily Item . . . with circulation larger than the city's population . . . carries your advertising to Sunbury families and thousands of families in the surrounding area who add the big "extra" to Sunbury's sales.

"BURSTING ITS SEAMS WITH RETAIL ACTIVITY"

	Total	Rank in Group	Per Capita Averages Sunbury	U.S.
Population	15,800	223		
Retail Sales	$24,380,000	213	$1,543	$921
Genl. Mdse.	2,715,000	155	172	110
Furniture-Hshld.	2,156,000	71	136	51
Drug	643,000	180	41	24
Automotive	6,937,000	186	493	193

SUNBURY DAILY ITEM

SUNBURY, PA.

Represented by The Julius Mathews Special Agency, Inc.

IN JOHNSON CITY, Tennessee we have a **good market**—
It is served by the **Press-Chronicle, a good newspaper . . .**
that offers you an **Automatic Merchandising plan that guarantees you the best opportunity to sell your product in Upper East Tennessee.**

JOHNSON CITY TENN. PRESS-CHRONICLE
Represented Nationally by MID-SOUTH DAILIES

PENNSYLVANIA (cont.)

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Coraopolis	10.6	84	95	75	*	97	53	95	71	25	22
Waynesboro	10.4	85	91	103	66	57	83	63	89	97	87
Franklin	10.2	86	81	78	55	81	90	83	86	89	65
Homestead	10.1	87	50	39	72	34	31	91	75	17	34
Charleroi	10.0	88	47	64	31	37	73	41	82	48	43
Lansdale	9.9	89	80	94	91	59	78	73	74	41	26
Vandergrift	9.8	90	100	105	79	88	100	60	80	37	37
Tarentum	9.7	91	67	59	63	66	64	86	84	68	51
Clearfield	9.4	92	72	77	*	111	109	77	110	113	113
Greenville	9.3	93	76	82	64	80	95	85	87	70	52
Titusville	9.0	94	86	86	77	95	106	104	96	108	91
Punxsutawney	9.0	*	77	83	57	67	87	79	94	95	86
Corry	8.0	96	107	101	78	98	107	81	83	30	10
Kittanning	7.8	97	55	71	48	63	62	40	103	101	103
Brownsville	7.7	98	102	110	69	69	70	89	102	99	100
Grove City	7.5	99	106	107	*	112	113	113	95	66	53
Huntingdon	7.4	100	98	111	*	73	111	90	106	107	105
Rochester	7.3	101	101	84	*	82	79	88	101	88	77
Gettysburg	7.1	102	89	102	85	84	72	48	107	98	102
Ephrata	7.1	*	97	98	88	72	94	97	99	76	58
Mount Oliver	6.9	104	110	85	*	108	81	102	91	13	11
Stroudsburg	6.4	105	73	96	30	104	88	59	105	90	80
Somerset	6.0	106	64	106	71	61	96	62	109	94	95
Sewickley	5.8	107	108	91	*	110	77	54	92	7	6
Quakertown	5.8	107	109	100	94	79	108	100	112	105	104
Media	5.8	107	103	89	95	96	84	82	108	84	73
Honesdale	5.7	110	99	109	81	83	105	106	111	104	99
Waynesburg	5.6	111	112	104	75	102	69	99	113	112	111
Doylestown	5.3	112	84	108	58	92	93	75	104	82	35
Jenkintown	5.2	113	53	62	*	113	65	56	100	5	7
	5528.6										

RHODE ISLAND

Providence	253.5	1	1	1	1	1	1	1	1	4	5
Pawtucket	83.1	2	2	2	2	2	2	2	2	5	4
Cranston	56.4	3	5	5	7	8	4	6	3	1	2
Woonsocket	51.4	4	3	3	3	3	3	3	4	8	7
Warwick	44.0	5	9	10	8	10	10	8	7	9	9
East Providence	36.6	6	6	4	9	7	6	4	5	3	3
Newport	32.8	7	4	6	5	5	5	5	6	2	1
Central Falls	24.2	8	10	8	10	9	7	10	8	7	8
West Warwick	19.4	9	7	7	6	4	8	7	10	10	10
Westerly	12.7	10	8	9	4	6	9	9	9	6	6
	614.1										

SOUTH CAROLINA

Columbia	87.2	1	1	2	2	3	1	1	1	4	3
Charleston	69.2	2	3	1	3	1	2	2	2	5	1
Greenville	58.7	3	2	3	1	2	3	3	3	1	2
Spartanburg	37.2	4	4	4	4	4	4	4	4	2	4
Rock Hill	24.9	5	7	5	8	7	8	10	5	9	10
Florence	22.8	6	6	6	6	6	9	6	8	16	15
Sumter	20.1	7	8	8	7	*	*	11	7	11	8
Anderson	19.9	8	5	7	5	5	5	5	6	7	7
Orangeburg	15.5	9	10	10	14	11	10	7	10	17	14
Greenwood	13.9	10	9	9	11	8	6	9	9	3	6
Union	9.8	11	16	14	15	*	12	18	11	10	13
Laurens	8.8	12	20	16	20	15	16	16	12	15	16
Gaffney	8.2	13	14	11	16	12	*	20	17	19	19
Newberry	7.7	14	15	12	18	16	13	17	19	20	20
Lancaster	7.3	15	12	17	12	10	*	13	13	13	12

SOUTH CAROLINA (cont.)

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Chester	7.0	16	17	18	17	17	*	19	18	18	18
Conway	6.2	17	11	20	10	13	11	12	15	8	9
Georgetown	6.1	18	19	13	19	18	14	14	16	12	11
Hartsville	5.7	19	13	19	9	14	15	15	20	14	17
Greer	5.1	20	18	15	13	9	7	8	14	6	5
	441.3										

SOUTH DAKOTA

Sioux Falls	53.4	1	1	1	1	1	1	1	1	1	1
Rapid City	25.8	2	2	3	2	3	2	2	2	3	2
Aberdeen	21.5	3	3	2	*	2	3	3	3	5	4
Huron	13.0	4	6	4	*	6	*	4	6	8	8
Watertown	13.0	4	5	5	*	5	*	*	4	4	5
Mitchell	12.4	6	4	6	3	4	*	*	5	7	3
Brookings	7.9	7	8	8	*	*	4	5	8	2	7
Yankton	7.9	7	7	7	4	7	*	*	7	6	6
	154.9										

TENNESSEE

Memphis	399.1	1	1	1	1	1	*	1	1	2	2
Nashville	175.6	2	2	2	2	2	1	2	2	4	4
Chattanooga	132.0	3	4	3	4	4	3	4	4	5	5
Knoxville	125.8	4	3	4	3	3	2	3	3	1	3
Oak Ridge	30.7	5	8	5	10	19	4	18	5	6	1
Jackson	30.5	6	5	6	8	*	*	5	7	18	14
Johnson City	28.2	7	6	7	5	6	*	6	6	8	10
Kingsport	19.8	8	7	8	7	5	5	7	8	3	8
Bristol	17.0	9	9	11	6	8	6	12	9	7	7
Clarksville	16.4	10	10	9	*	18	*	*	10	20	17
Morristown	13.2	11	15	15	13	17	9	10	13	15	20
Murfreesboro	13.2	11	14	10	15	13	*	11	12	21	16
Cleveland	12.5	13	18	12	16	*	7	17	14	14	19
Dyersburg	11.1	14	11	14	20	10	8	9	16	19	18
Columbia	11.0	15	12	13	14	12	*	8	11	10	6
Elizabethton	10.9	16	16	16	11	*	*	*	15	9	15
Shelbyville	9.6	17	20	19	19	11	*	15	21	23	23
Paris	8.9	18	21	20	21	*	10	*	17	17	13
Greeneville	8.8	19	17	18	12	7	*	*	18	11	11
Maryville	8.5	20	13	17	9	*	*	13	20	12	12
Lebanon	8.0	21	22	23	24	15	*	*	23	24	25
Union City	7.7	22	19	22	23	9	11	14	19	13	9
McMinnville	7.7	22	24	21	17	14	*	21	22	16	22
Pulaski	5.8	24	23	24	22	*	*	16	25	25	26
Lawrenceburg	5.6	25	25	25	25	16	13	19	24	22	21
Covington	4.4	26	26	26	18	*	12	20	26	26	24
	1122.0										

TEXAS

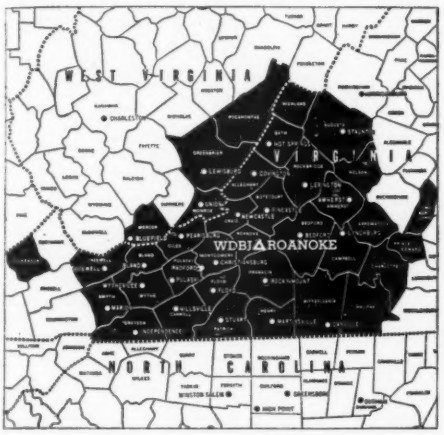
Houston	603.5	1	1	1	3	1	1	1	1	6	4
Dallas	439.6	2	2	2	1	2	2	2	2	5	3
San Antonio	413.1	3	3	3	4	3	3	3	3	18	24
Fort Worth	281.3	4	4	4	2	4	4	4	4	9	5
Austin	134.1	5	6	5	10	9	*	*	5	22	31
El Paso	132.1	6	5	6	5	5	5	6	6	20	30
Corpus Christi	109.7	7	7	7	8	6	7	7	7	7	7
Beaumont	95.2	8	8	8	7	7	8	9	8	24	26
Waco	85.6	9	11	9	9	11	11	10	9	30	27
Amarillo	74.9	10	9	10	13	8	*	8	11	21	19
Lubbock	72.5	11	10	13	6	10	6	5	13	28	28

* Withheld to avoid disclosure.

Southwest Virginia's Pioneer Radio Station

WDBJ

FOR ROANOKE AND SOUTHWEST VIRGINIA



The million people in WDBJ's coverage area will earn nearly a billion dollars this year. Here's WDBJ's family coverage, according to the 1949 BMB:

Day — 110,590 families in 36 counties
Night — 85,830 families in 31 counties
and 3 to 7 days weekly

Day — 90,320 families *Night — 66,230 families*

WDBJ **Established 1924**
CBS Since 1929

AM — 5000 WATTS — 960 Kc.
FM — 41,000 WATTS — 94.9 Mc.

TEXAS (cont.)

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Midland	22.2	29	29	32	67	27	17	29	25	27	20
Paris	22.0	30	30	37	20	31	24	25	35	62	62
Denton	21.7	31	42	44	38	41	27	31	39	83	76
Orange	21.4	32	39	24	50	20	32	*	43	85	87
Brownwood	20.5	33	43	40	30	*	25	32	34	48	45
Sherman	20.5	33	33	35	31	22	26	21	36	65	58
McAllen	20.3	35	36	49	23	23	31	33	44	79	86
Corsicana	19.4	36	37	31	24	38	37	35	40	67	60
Bryan	18.3	37	31	30	32	*	47	22	48	88	88
Borger	18.2	38	32	25	*	18	19	26	29	23	14
Denison	17.6	39	41	27	32	33	41	30	33	40	23
Big Spring	17.6	39	28	39	*	*	*	24	42	61	57
Kingsville	17.1	41	55	42	*	*	55	53	41	25	49
Texas City	16.8	42	47	43	49	30	38	49	31	35	13
Pampa	16.7	43	26	28	*	43	16	23	37	41	33
Alice	16.6	44	48	47	41	*	42	45	68	93	94
Victoria	16.3	45	27	34	28	*	*	*	38	39	36
Lufkin	15.4	46	40	45	34	26	33	*	65	94	93
Greenville	14.9	47	38	46	25	35	36	36	50	81	74
Del Rio	14.4	48	70	75	35	63	56	62	47	44	61
Plainview	14.2	49	25	41	22	*	21	20	63	91	89
Sweetwater	13.9	50	46	51	26	*	28	41	45	50	44
San Benito	13.5	51	89	67	61	55	72	74	70	75	90
Cleburne	13.0	52	51	50	43	*	48	58	53	71	67
Vernon	12.9	53	45	53	*	54	*	*	49	58	47
Palestine	12.6	54	53	48	44	40	45	52	57	82	80
Edinburg	12.5	55	62	66	39	49	54	50	54	46	65
New Braunfel	12.4	56	58	72	*	60	51	44	46	33	40
Nacogdoches	12.4	57	56	57	52	*	35	47	59	77	79

TEXAS (cont.)

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Terrell	11.7	58	84	86	51	52	71	67	58	49	71
Highland Park	11.5	59	94	36	*	68	*	*	24	2	1
Gainesville	11.4	60	50	62	48	*	39	42	52	37	39
Waxahachie	11.3	61	54	55	62	48	52	54	60	69	68
Lamesa	10.9	62	49	54	46	58	*	*	56	57	59
McKinney	10.6	63	61	56	45	46	63	46	72	87	82
Kilgore	9.9	64	44	*	*	34	40	19	51	42	18
Sequin	9.9	64	67	70	76	36	*	71	76	68	81
Beeville	9.5	66	72	68	59	*	*	70	67	47	50
Bay City	9.5	66	59	63	75	*	46	43	61	55	42
Raymondville	9.3	68	77	60	70	*	*	*	69	34	51
Taylor	9.2	69	63	65	54	47	50	59	73	66	64
Sulphur Springs	9.1	70	74	91	47	50	49	66	88	92	92
Uvalde	8.8	71	78	80	78	*	60	48	62	4	35
Jacksonville	8.7	72	65	58	53	37	44	64	80	73	73
Hillsboro	8.5	73	73	88	37	45	65	60	81	80	72
Levelland	8.4	74	57	59	64	42	43	*	55	19	22
Weatherford	8.2	75	76	82	60	59	68	*	85	89	84
Pecos	8.2	75	75	61	71	*	*	61	64	13	29
Mineral Wells	7.9	77	92	77	72	*	64	56	78	74	52
Kerrville	7.8	78	64	74	*	*	62	*	66	29	21
Childress	7.7	79	71	64	*	67	69	57	77	54	48
Weslaco	7.6	80	80	90	56	53	58	65	86	60	77
Conroe	7.4	81	83	73	36	*	*	*	74	53	37
Marlin	7.1	82	81	85	58	64	59	69	90	84	78
Brenham	7.0	83	90	78	57	*	*	75	84	72	63
Henderson	6.9	84	52	83	42	39	53	39	75	45	32
Littlefield	6.7	85	79	71	73	57	61	68	82	63	55
Breckenridge	6.7	86	85	81	66	61	67	63	89	76	69

* Withheld to avoid disclosure.

$51,000,000

Is SUPERIOR Money ... especially in Cash Registers

Barre is the fast-moving trade center for Vermont's third largest market . . . with $51,170,000 retail sales.

This city scores eight out of nine superior points in the state . . . is 62% above average in retail sales . . . 71% in food . . . 72% in general merchandise . . . 35% in furniture-household-radio . . . 107% in automotive.

Barre ranks fourth in size in Vermont . . . but third in total, per family and per capita income . . . while Washington County leads all counties in the state in family buying power—$1,119 above the state average.

The Barre market . . . a rich package of Vermont's sales and income . . . is covered by

VERMONT'S LARGEST EVENING DAILY

BARRE TIMES

BARRE, VT.

Represented by The Julius Mathews Special Agency, Inc.

Burlington, Vermont

BY EVERY MEASURE STANDS UP AS A

PLUS MARKET

For details on nine different counts check story on page 95 of this issue.

Burlington Free Press

BURLINGTON, VERMONT

Small, Brewer, Kent Inc. Representing — New York — Chicago — Boston — San Francisco

TEXAS (cont.)

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Mount Pleasant	6.4	87	91	69	63	51	*	*	91	78	70
Monahans	6.4	87	93	87	*	*	66	*	71	14	11
Brownfield	6.3	89	68	79	69	62	*	40	87	3	54
El Campo	6.3	89	66	76	74	65	57	51	79	38	25
Rosenberg	5.8	91	69	84	65	56	75	34	83	32	38
Gonzales	5.7	92	82	92	79	*	74	72	93	64	75
Athens	5.3	93	86	89	55	*	73	55	94	90	83
Hereford	4.9	94	88	*	77	66	70	73	92	31	53
	3876.1										

UTAH

Salt Lake City	184.5	1	1	1	1	1	1	1	1	1	1
Ogden	57.7	2	2	2	*	2	2	2	2	2	2
Provo	29.4	3	3	3	2	3	3	3	3	5	5
Logan	17.0	4	4	4	3	4	4	4	4	6	6
Murray	9.1	5	7	6	5	6	*	6	5	7	7
Cedar City	6.3	6	6	7	6	*	*	5	6	4	4
Price	6.1	7	5	5	4	5	5	*	7	3	3
	310.1										

VERMONT

Burlington	33.4	1	1	1	1	1	1	1	1	4	4
Rutland	17.8	2	2	2	2	2	2	2	2	1	1
Brattleboro	11.7	3	3	3	3	8	8	5	4	7	7
Barre	11.1	4	4	4	4	4	5	4	3	3	3
St. Albans	8.7	5	7	6	6	5	3	6	6	5	5
Montpelier	8.7	5	8	8	8	3	7	8	5	2	2
Bennington	8.1	7	5	5	7	6	4	7	7	6	6
St. Johnsbury	7.5	8	6	7	5	7	6	3	8	8	8
	107.0										

VIRGINIA

Richmond	235.4	1	1	1	1	1	1	1	1	1	1
Norfolk	193.1	2	2	2	2	2	2	2	2	8	4
Roanoke	93.3	3	3	3	3	3	3	3	3	6	10

VIRGINIA (cont.)

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Portsmouth	73.1	4	5	5	8	5	6	5	5	20	18
Alexandria	63.1	5	4	4	7	6	4	4	4	3	3
Lynchburg	48.7	6	7	7	4	7	5	7	6	10	12
Newport News	42.6	7	6	6	5	4	7	6	7	11	11
Petersburg	35.8	8	9	8	9	8	9	10	9	23	21
Danville	35.3	9	8	9	6	9	8	8	8	14	14
Charlottesville	27.2	10	10	10	10	10	10	9	10	15	13
Staunton	20.4	11	14	16	12	15	11	15	11	4	2
Martinsville	17.6	12	16	15	16	14	17	13	12	9	17
Bristol	16.3	13	17	13	17	12	16	21	14	12	16
Winchester	14.2	14	11	11	13	17	12	12	13	7	5
Waynesboro	12.6	15	19	17	20	21	18	18	16	16	8
Suffolk	12.6	15	15	14	11	16	14	17	18	18	19
Fredericksburg	12.4	17	12	12	15	11	13	11	15	2	6
Harrisonburg	11.0	18	13	19	14	13	15	16	17	5	7
Pulaski	9.4	19	23	23	23	24	22	20	19	22	23
Front Royal	8.3	20	25	20	25	19	23	23	20	17	20
Covington	6.3	21	20	21	18	22	19	24	23	19	22
South Boston	6.2	22	24	24	19	20	20	22	24	24	25
Hampton	6.1	23	18	22	22	18	21	14	21	13	9
Virginia Beach	5.5	24	21	18	24	23	25	25	22	25	15
Wytheville	5.5	24	22	25	21	25	24	19	25	21	24
	1012.0										

WASHINGTON

Seattle	472.7	1	1	1	1	1	1	1	1	4	1
Spokane	164.1	2	2	2	2	3	2	2	2	6	6
Tacoma	146.2	3	3	3	3	2	3	3	3	9	7
Yakima	39.2	4	4	5	4	4	4	4	4	8	11
Bellingham	34.7	5	6	8	9	6	10	8	7	25	26
Everett	34.5	6	5	4	5	5	7	5	6	11	10
Vancouver	28.6	7	9	7	10	8	9	7	8	15	14
Bremerton	28.3	8	8	6	6	11	5	10	5	7	2
Walla Walla	24.6	9	7	9	*	9	8	*	9	14	15
Richland	22.4	10	14	12	16	24	6	24	11	20	19
Longview	20.8	11	12	14	7	14	12	9	10	5	9
Aberdeen	20.0	12	10	13	12	7	14	6	12	16	16

* Withheld to avoid disclosure.

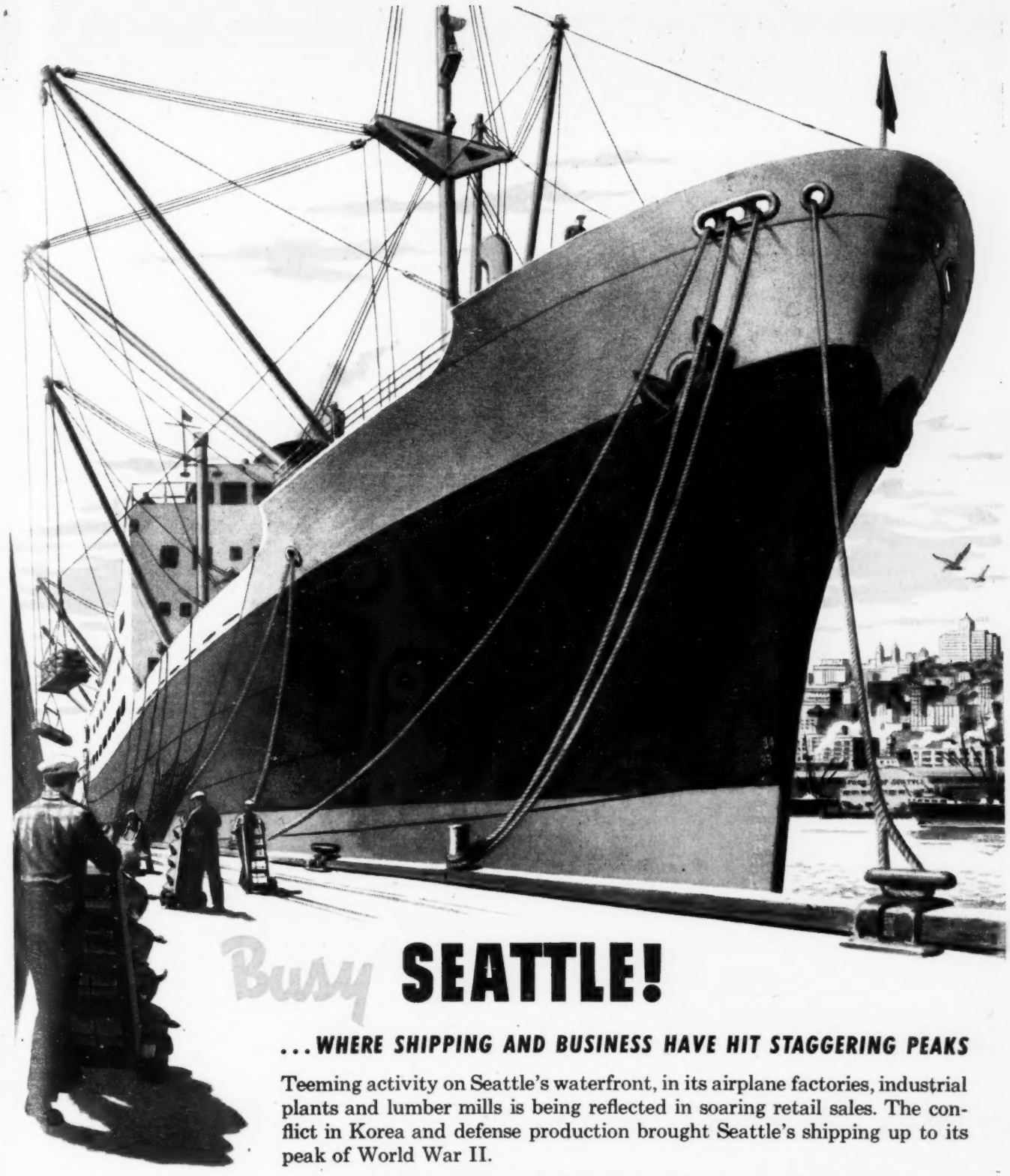
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Cover the Prosperous Heart of Industrial America from Wheeling, West Virginia, With This One Station, One Cost, One Billing

Represented by JOHN BLAIR & CO.—*Nat'l Sales Offices:* 488 MADISON AVE., NEW YORK



Busy SEATTLE!

...WHERE SHIPPING AND BUSINESS HAVE HIT STAGGERING PEAKS

Teeming activity on Seattle's waterfront, in its airplane factories, industrial plants and lumber mills is being reflected in soaring retail sales. The conflict in Korea and defense production brought Seattle's shipping up to its peak of World War II.

Give the busy Seattle market top priority in your advertising schedule. You reach this important market through The Seattle Times.

Wise advertisers know they can reach this busy, important market of more than half a million people through consistent, frequent advertising in The Seattle Times, *Seattle's accepted newspaper.*



THE SEATTLE TIMES

Represented by O'MARA & ORMSBEE • New York • Detroit • Chicago • Los Angeles • San Francisco

GREEN BAY, WIS., MARKET *Superior in 7 Ways!*

WISCONSIN'S 3rd MARKET

The Press-Gazette has saturation coverage in 99% of City Zone Homes (76,565 pop. ABC) — in 88% of Retail Trading Zone (87,791 pop. ABC) — in 67% of City-Retail Zone (164,356 pop. ABC). Advertisers know Press-Gazette circulation of 35,000 PLUS is a dominant influence in this independent metropolitan market.

★ Retail Sales $76,057,000
★ General Merchandise ... $12,343,000
★ Furn. - House - Radio .. $5,922,000
★ Drug $1,859,000
★ Automotive $14,811,000
★ Per Capita Buying Income $1,468,000
★ Per Family Buying Income $5,095,000

Tops For Testing

INDEPENDENT OF OUTSIDE MEDIA

GROCERY STORE PANEL AUDIT FOR BRAND TESTS

MERCHANDISING AT RETAIL LEVEL

Contact General Advertising Department **GREEN BAY PRESS-GAZETTE**

WASHINGTON (cont.)

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Renton	16.4	13	16	11	20	20	13	17	13	2	4
Olympia	16.1	14	11	10	13	10	*	11	14	10	8
Wenatchee	13.3	15	13	16	8	15	11	12	16	21	22
Pullman	12.2	16	26	22	22	23	23	23	15	1	3
Port Angeles	11.5	17	15	15	14	17	15	15	17	13	20
Pasco	10.4	18	17	17	*	12	*	14	20	23	23
Kennewick	10.2	19	19	20	17	26	*	13	18	17	12
Puyallup	10.2	*	23	24	19	21	16	22	19	24	21
Centralia	8.8	21	22	23	18	13	21	21	22	26	25
Ellensburg	8.6	22	20	18	21	19	20	18	21	22	24
Kelso	7.4	23	25	19	24	16	22	25	23	19	18
Auburn	6.6	24	24	21	23	25	19	19	24	18	17
Chehalis	5.7	25	21	26	15	18	18	16	26	12	13
Mount Vernon	5.3	26	18	25	11	22	17	20	25	3	5
	1178.8										

WEST VIRGINIA

Huntington	87.3	1	2	2	3	2	*	*	1	7	8
Charleston	73.8	2	1	1	1	1	1	1	2	4	3
Wheeling	59.2	3	3	3	2	*	2	2	3	6	4
Clarksburg	32.2	4	4	4	4	3	4	3	4	5	5
Parkersburg	29.9	5	5	5	6	*	3	5	6	14	9
Fairmont	29.7	6	6	6	7	8	5	7	7	8	10
Morgantown	25.7	7	8	7	8	*	*	6	8	11	7
Weirton	24.5	8	14	9	*	*	9	14	5	1	1
Bluefield	21.5	9	9	11	9	7	*	*	9	2	6
Beckley	19.5	10	7	8	5	4	*	4	12	19	17
South Charleston	16.8	11	15	10	15	13	6	11	11	10	11
Martinsburg	15.8	12	11	12	14	11	*	*	10	3	2
Elkins	9.3	13	17	15	12	14	*	*	13	12	13

WEST VIRGINIA (cont.)

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Williamson	8.8	14	10	13	13	5	*	10	14	13	15
Princeton	8.4	15	18	14	*	*	10	*	15	16	14
Welch	6.6	16	13	17	11	9	8	8	16	18	19
Logan	5.1	17	12	19	10	6	7	13	17	9	12
Oakhill	4.6	18	16	18	*	10	12	9	18	17	18
Montgomery	3.5	19	19	16	*	12	11	12	19	15	16
	482.2										

WISCONSIN

Milwaukee	640.8	1	1	1	1	1	1	1	1	9	7
Madison	96.8	2	2	2	2	2	2	2	2	6	5
Racine	71.6	3	3	3	7	3	3	3	3	14	11
Kenosha	55.1	4	5	4	*	7	*	6	4	17	20
Green Bay	53.1	5	4	5	3	4	4	7	5	15	16
La Crosse	48.0	6	6	6	5	6	7	9	8	21	23
West Allis	43.5	7	12	7	18	16	9	8	6	3	3
Sheboygan	43.0	8	8	10	4	14	11	11	9	16	12
Oshkosh	41.4	9	7	8	10	9	8	4	11	30	29
Eau Claire	36.4	10	11	13	8	11	6	10	12	20	22
Superior	35.5	11	16	11	16	*	*	15	13	26	24
Appleton	34.4	12	9	9	6	5	12	14	10	10	8
Wauwatosa	33.7	13	20	20	40	35	13	19	7	2	2
Wausau	30.8	14	10	14	9	8	14	5	17	27	27
Fond du Lac	30.2	15	13	17	13	10	5	13	16	19	19
Beloit	29.9	16	14	12	14	12	10	12	14	36	17
Manitowoc	27.7	17	17	16	12	13	18	18	15	12	9
Janesville	25.1	18	15	15	15	15	16	17	18	13	10
Waukesha	21.5	19	18	18	21	18	17	16	20	7	6
Stevens Point	16.8	20	22	22	25	17	*	44	22	22	34

* Withheld to avoid disclosure.

NEENAH-MENASHA-APPLETON—The Tri-Cities Market

RETAIL SALES $72,421,000
Food $17,354,000
Drug .....$ 1,636,000

WNAM-FM STORECASTS to KRAMBO SUPERMARTS From Green Bay to Fon du Lac
9 AM to 5:30 PM Daily
(Details on request)

EFF. BUYING INCOME ..$94,883,000
Per Capita .....$ 1,593
Per Family .....$ 5,501
(Sales Management 1951)

The TRI CITIES Station
WNAM
NEENAH, WISCONSIN

1280 on the Dial

1,000 watts LBS affiliate

Every City A PLUS MARKET!

Average 36% Higher Sales Potential than Dominion*



CHATHAM—The Daily News
GALT—The Evening Reporter
GUELPH—The Daily Mercury
KIRKLAND LAKE—The Northern Daily News
MOOSE JAW—The Daily Times Herald
OSHAWA—The Times-Gazette
PORT ARTHUR—The News Chronicle
PRINCE ALBERT—The Daily Herald
QUEBEC—The Chronicle Telegraph
SARNIA—The Canadian Observer
TIMMINS—The Daily Press
WELLAND-PORT COLBORNE—The Evening Tribune
WOODSTOCK—The Sentinel Review

**SALES MANAGEMENT Quality of Market Index, 5/10/51*

Toronto—Bank of Nova Scotia Bld.
Montreal—225-226 University Tower

U. S. Representative—Ralph R. Mulligan
New York—Chicago—Detroit

WISCONSIN (cont.)

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Shorewood	16.3	21	41	25	*	38	15	45	19	1	1
Marinette	14.4	22	23	26	11	30	36	39	29	43	43
Wisconsin Rapids	13.7	23	21	23	19	*	*	22	23	18	18
Neenah	12.6	24	32	27	35	20	22	42	21	5	4
Marshfield	12.6	24	19	32	17	27	19	20	28	28	32
Watertown	12.5	26	24	24	20	23	27	29	27	34	31
Menasha	12.5	26	45	36	*	*	31	43	24	8	14
Cudahy	12.2	28	31	19	*	39	*	40	25	4	13
Beaver Dam	12.0	29	29	29	27	26	24	25	26	29	25
Chippewa Falls	11.2	30	26	33	44	19	21	24	31	35	37
Ashland	10.7	31	28	30	26	*	*	23	34	42	42
Antigo	10.1	32	25	28	24	21	*	27	32	33	35
Two Rivers	10.0	33	43	35	32	33	34	41	30	25	28
Merrill	9.0	34	36	34	31	32	29	38	40	45	45
Rhinelander	8.8	35	33	31	28	24	23	32	33	23	30
Menomonie	8.3	36	35	39	22	31	*	35	37	37	39
Portage	7.4	37	39	44	23	34	26	28	38	31	33
Baraboo	7.3	38	34	37	37	28	32	26	39	38	36

WISCONSIN (cont.)

	POP. 1/1/51	P	R	F	G	H	D	A	I	IF	IC
Monroe	7.1	39	27	21	30	25	28	31	36	32	26
Rice Lake	7.0	40	30	45	29	36	25	21	41	41	41
Sturgeon Bay	7.0	40	44	43	33	29	20	36	43	44	44
West Bend	6.9	42	40	41	36	22	35	34	35	11	15
Shawano	5.9	43	42	38	39	37	33	37	44	39	40
Burlington	4.8	44	38	40	34	*	*	30	42	24	21
Richland Center	4.7	45	37	42	38	*	30	33	45	40	38
	1660.3										

WYOMING

Cheyenne	32.5	1	1	1	1	2	*	1	1	4	2
Casper	24.2	2	2	2	*	1	*	*	2	3	3
Laramie	15.8	3	5	4	4	4	2	3	3	7	7
Sheridan	11.6	4	3	3	*	3	1	4	5	6	6
Rock Springs	11.1	5	4	5	2	*	*	2	4	2	4
Rawlins	7.6	6	6	7	3	*	3	6	6	1	1
Cody	3.9	7	7	6	*	5	*	5	7	5	5
	106.7										

*** Withheld to avoid disclosure.**

CANADA—Rankings of Cities With Over $20 Million of Retail Sales by Population Size Groups

GROUP 1:—Cities With Over 1,000,000 in Population

CITIES	POPULATION SM EST. 1/1/51		RETAIL SALES — 1950 SM ESTIMATES												EFFECTIVE BUYING INCOME— 1950 SM ESTIMATES					
			TOTAL SALES		Food		General Mdse.		Furn.-House. Radio		Drug		Automotive		Net Dollars		Per Family		Per Capita	
	Group Rank	in Thousands	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	in Thousands	Group Rank	in Dollars	Group Rank	in Dollars
Montreal, P. Q.	1	1,190.1	1	1,072,878	1	304,263	1	167,697	1	42,593	1	22,111	1	108,780	1	1,048,478	1	3,609	1	881
GROUP TOTALS	..	1,190.1	..	1,072,878	..	304,263	..	167,697	..	42,593	..	22,111	..	108,780	..	1,048,478	..	.....	..	881

GROUP 2:—Cities With Population Between 500,000—1,000,000

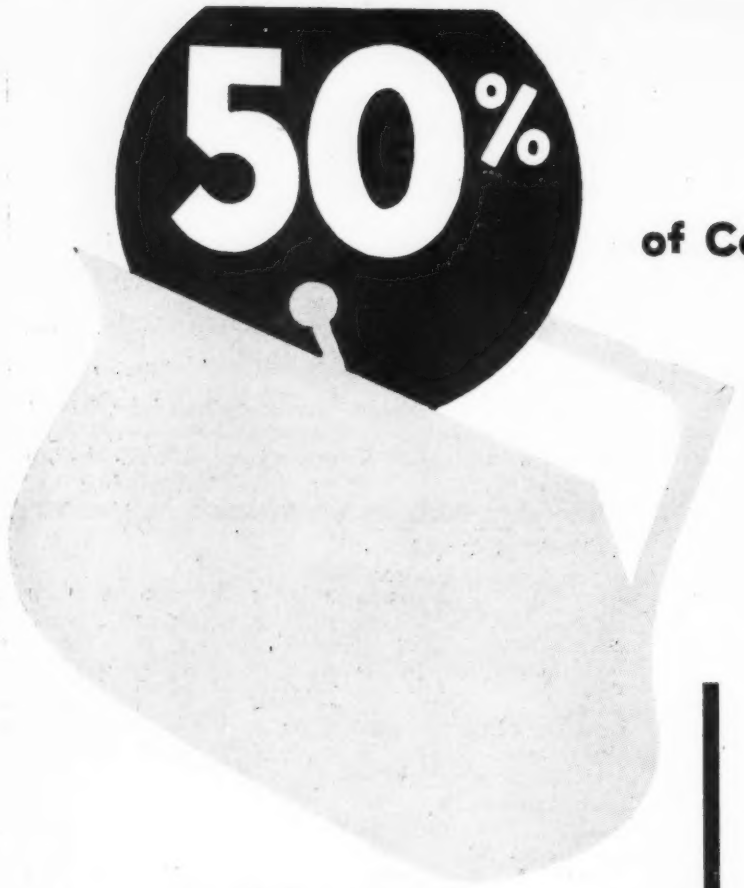
Toronto, Ont.	1	735.0	1	1,016,665	1	173,730	1	237,973	1	43,155	1	26,969	1	118,792	1	1,015,035	1	4,691	1	1,381
GROUP TOTALS	..	735.0	..	1,016,665	..	173,730	..	237,973	..	43,155	..	26,969	..	118,792	..	1,015,035	..	.....	..	1,381

GROUP 3:—Cities With Population Between 250,000 and 500,000

Vancouver, B. C.	1	390.0	1	506,534	1	93,363	1	85,305	1	17,396	1	9,966	1	103,842	1	473,460	1	3,603	1	1,214
GROUP TOTALS	..	390.0	..	506,534	..	93,363	..	85,305	..	17,396	..	9,966	..	103,842	..	473,460	..	.....	..	1,214

GROUP 4:—Cities With Population Between 100,000 and 250,000

Winnipeg, Man.	1	237.9	1	385,900	1	43,616	1	124,343	4	7,678	1	8,653	1	67,337	1	259,787	8	3,427	6	1,092
Hamilton, Ont.	2	207.1	2	211,963	2	42,063	5	26,697	1	11,994	2	5,855	2	34,781	2	259,289	3	4,202	4	1,252
Quebec, P. Q.	3	201.9	6	155,472	3	40,847	7	20,376	3	7,764	8	2,451	6	21,114	5	167,577	4	4,058	8	830
Ottawa, Ont.	4	195.9	4	178,870	4	36,462	3	28,653	6	6,577	4	3,400	4	22,075	3	265,836	1	5,202	1	1,357
Edmonton, Alta.	5	143.9	3	182,448	7	25,663	2	36,814	8	5,592	5	2,877	7	18,504	4	170,953	6	3,859	5	1,188



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CIRCULATION OVER 950,000 (Effective Jan. 5, 1952)

GROUP 4:—Cities With Population Between 100,000 and 250,000—(Continued)

CITIES	POPULATION SM EST. 1/1/51		RETAIL SALES — 1950 SM ESTIMATES												EFFECTIVE BUYING INCOME—1950 SM ESTIMATES					
			TOTAL SALES		Food		General Mdse.		Furn.-House. Radio		Drug		Automotive		Net Dollars		Per Family		Per Capita	
	Group Rank	in Thousands	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	in Thousands	Group Rank	in Dollars	Group Rank	in Dollars
Windsor, Ont.	6	123.2	8	125,986	5	29,222	8	10,859	2	9,966	3	3,834	5	21,592	6	164,595	2	4,676	2	1,336
Calgary, Alta.	7	112.9	5	172,879	6	29,125	6	26,544	5	6,618	7	2,604	3	22,741	7	147,560	5	4,010	3	1,307
Halifax, N. S.	8	101.4	7	132,678	8	23,244	4	28,102	7	6,191	6	2,809	8	11,194	8	89,942	7	3,513	7	887
GROUP TOTALS	..	1,324.2	..	1,546,196	..	270,242	..	302,388	..	62,380	..	32,483	..	219,338	..	1,525,539	..	.....	..	1,152

GROUP 5:—Cities With Population Between 50,000 and 100,000

London, Ont.	1	95.7	3	100,700	1	21,127	3	9,506	1	6,845	3	2,316	2	16,220	1	115,701	3	4,177	3	1,209
Verdun, P. Q.	2	77.9	6	50,959	2	18,873	7	2,459	..	•	7	107	5	6,665	4	75,641	5	3,637	5	971
Regina, Sask.	3	66.1	2	112,751	5	13,537	1	28,951	5	2,081	5	1,492	3	14,484	2	85,137	2	4,300	2	1,291
St. John, N. B.	4	65.0	5	54,957	4	13,885	5	6,295	3	3,746	1	2,571	6	5,542	6	52,390	7	3,195	6	805
Victoria, B. C.	5	61.4	1	113,491	3	18,171	2	17,815	2	4,190	2	2,488	1	31,772	5	64,900	6	3,261	4	1,057
Saskatoon, Sask.	6	53.1	4	61,854	6	10,564	4	9,127	4	2,513	4	1,934	4	6,768	3	76,942	1	4,779	1	1,449
Trois Rivieres, P. Q.	7	51.0	7	31,677	7	7,826	6	4,660	6	1,628	6	559	7	4,287	7	39,933	4	3,767	7	783
GROUP TOTALS	..	470.2	..	526,389	..	103,983	..	78,813	..	21,003	..	11,467	..	85,738	..	510,644	..	.....	..	1,086



"TOP DOG" IN GREATER VANCOUVER by 25%!*

August 1951 — Penn-McLeod Research of 1000 homes shows that Greater Vancouver prefers CKNW by 25% over the second station "X".

"TOP DOG" IN 100-MILE RADIUS by 50%!*

August 1951—Elliott-Haynes area listening study shows CKNW 50% ahead of 2nd station "X".

B.C.'s MOST-LISTENED-TO STATION

CKNW — NEW WESTMINSTER, B.C.

GROUP 6:—Cities With Population Between 25,000 and 50,000

CITIES	POPULATION SM EST. 1/1/51		RETAIL SALES — 1950 SM ESTIMATES												EFFECTIVE BUYING INCOME—1950 SM ESTIMATES					
			TOTAL SALES		Food		General Mdse.		Furn.-House. Radio		Drug		Automotive		Net Dollars		Per Family		Per Capita	
	Group Rank	in Thousands	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	in Thousands	Group Rank	in Dollars	Group Rank	in Dollars
Sherbrooke, P. Q.	1	48.6	10	39,599	5	10,327	9	3,575	..	*	4	1,051	3	8,150	6	40,338	14	3,570	17	830
Sudbury, Ont.	2	47.1	2	54,429	1	11,642	5	4,738	3	2,921	5	813	4	8,100	1	59,018	3	4,611	3	1,253
Kitchener, Ont.	3	44.4	7	43,585	9	9,360	6	4,514	2	3,277	12	640	7	6,522	3	46,842	11	3,660	13	1,055
Hull, P. Q.	4	42.3	18	23,331	12	8,625	18	800	13	561	18	469	18	3,468	15	30,456	18	3,240	18	720
St. Catharines, Ont.	5	38.5	1	56,047	3	10,823	2	5,272	1	4,715	1	1,259	2	9,062	2	47,355	6	4,154	5	1,230
Brantford, Ont.	6	38.4	6	44,375	4	10,399	12	3,251	4	2,794	10	661	5	7,868	5	41,011	13	3,597	12	1,068
Oshawa, Ont.	7	37.9	12	37,090	11	8,831	13	3,056	6	1,996	7	748	6	6,623	4	44,684	7	4,026	6	1,179
Fort William, Ont.	8	37.2	9	40,022	7	9,839	3	5,151	12	1,126	15	628	8	6,331	8	40,250	5	4,193	9	1,082
Peterborough, Ont.	9	36.9	13	35,547	14	7,832	10	3,355	..	*	9	672	13	5,301	7	40,295	9	3,875	8	1,092
Kingston, Ont.	10	35.3	8	40,762	10	9,183	11	3,349	9	1,399	2	1,114	10	6,199	10	38,124	8	3,930	10	1,080
New Westminster, B. C.	11	34.5	5	45,329	2	11,544	17	1,298	5	2,411	6	808	1	11,293	11	37,985	17	3,485	7	1,101
Sydney, N. S.	12	34.0	11	37,792	13	8,215	7	4,491	7	1,860	11	660	11	6,060	17	28,356	16	3,501	16	834
Sault Ste. Marie, Ont.	13	32.4	15	33,789	8	9,469	14	2,496	11	1,281	13	637	17	4,273	9	40,144	4	4,511	4	1,239
Port Arthur, Ont.	14	31.9	14	34,916	17	5,739	4	4,949	..	*	14	634	9	6,253	14	34,197	16	3,842	11	1,072
Moncton, N. B.	15	30.0	3	48,675	16	6,145	1	18,229	..	*	3	1,095	15	4,860	18	26,880	15	3,537	15	896
Guelph, Ont.	16	28.4	16	27,875	15	6,742	16	1,758	8	1,699	16	533	14	5,041	16	29,422	12	3,632	14	1,038
Timmins, Ont.	17	28.1	4	45,637	6	10,208	15	1,955	10	1,287	8	701	12	5,929	13	36,052	2	4,872	2	1,283
Moose Jaw, Sask.	18	25.8	17	26,751	18	5,519	8	3,827	..	*	17	526	16	4,731	12	37,616	1	4,885	1	1,458
GROUP TOTALS	..	651.7	..	715,551	..	160,442	..	76,064	..	27,327	..	13,659	..	116,064	..	699,023	..	.....	..	1,073

* Withheld to avoid disclosure.

YOUR GREATEST "SINGLE NEWSPAPER MARKET" IN CANADA

SEVEN RICH SOUTHWESTERN ONTARIO COUNTIES

CENTRED BY The city of London, the hub of a lush trading circle with 512,752 customers. A city with top ranking effective buying income of $115,701,000; top ranking furniture, household and radio sales of $6,845,000 and No. 1 ranking in food sales of $21,127,000.

SERVED BY One of the best daily newspapers in Canada. No other single newspaper can claim the same coverage of a like compact market anywhere in the Dominion. Latest monthly average circulation 82,109 (September 1951).

The London Free Press

Western Ontario's Foremost Newspaper

Source: A.B.C. Trading Area and Sales Management, Inc.

GROUP 7:—Cities With Population Under 25,000

CITIES	POPULATION SM EST. 1/1/51		RETAIL SALES — 1950 SM ESTIMATES												EFFECTIVE BUYING INCOME—1950 SM ESTIMATES					
			TOTAL SALES		Food		General Mdse.		Furn.-House. Radio		Drug		Automotive		Net Dollars		Per Family		Per Capita	
	Group Rank	in Thousands	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	Thousands of Dollars	Group Rank	in Thousands	Group Rank	in Dollars	Group Rank	in Dollars
Sarnia, Ont.	1	24.6	7	24,592	3	6,226	4	2,221	2	2,036	6	481	8	4,013	1	32,349	1	4,556	2	1,315
Niagara Falls, Ont.	2	24.0	1	38,872	1	8,988	3	3,171	1	2,357	1	1,247	1	7,419	2	30,624	2	4,313	4	1,276
Lethbridge, Alta.	3	23.1	2	34,227	7	5,034	1	4,727	7	908	3	578	5	5,821	3	27,443	7	3,759	6	1,188
Chatham, Ont.	4	21.0	3	32,885	4	5,872	2	3,393	3	1,829	2	635	2	7,153	5	22,785	8	3,735	8	1,085
Brandon, Man.	5	20.4	4	27,159	8	3,779	..	*	8	682	4	547	3	6,625	8	19,625	9	3,703	9	962
Belleville, Ont.	6	19.9	6	26,530	2	6,227	5	2,123	6	1,329	8	425	6	4,935	6	22,547	6	3,956	7	1,133
St. Thomas, Ont.	7	19.8	9	22,945	6	5,449	8	1,514	4	1,411	7	446	9	3,757	4	26,631	3	4,227	1	1,345
Welland, Ont.	8	16.2	5	26,755	5	5,741	7	1,663	5	1,349	4	547	4	6,178	9	19,408	4	4,219	5	1,198
Medicine Hat, Alta.	9	15.3	8	23,188	10	3,594	6	1,849	..	*	9	380	10	3,452	7	19,630	5	4,090	3	1,283
Truro, N. S.	10	13.8	10	20,904	9	3,602	9	1,487	9	555	10	228	7	4,029	10	11,081	10	2,995	10	803
GROUP TOTALS	..	198.1	..	278,057	..	54,510	..	22,148	..	12,456	..	5,514	..	53,382	..	232,123	..	.....	..	1,172
GRAND TOTALS—ALL CITIES	..	4,959.3	..	5,662,270	..	1,160,535	..	970,370	..	226,310	..	122,169	..	805,936	..	5,504,302	..	.....	..	1,110

Withheld to avoid disclosure.

Superior Points For Canadian Cities

9 points: Montreal, Toronto, Vancouver, Calgary, Halifax, Saskatoon, Trois Rivieres, Timmins, Guelph, Truro.

8 points: Ottawa, Victoria, St. Catherines, Kingston, Moose Jaw, Welland.

7 points: Windsor, New Westminster, Niagara Falls, Belleville.

6 points: Winnipeg, Hamilton, Regina, Oshawa, Sault Ste. Marie, Port Arthur, Moncton, Chatham, St. Thomas, Medicine Hat.

They Are Not "Secret," But Try to Get These Data

(continued from page 30)

to hardship by its regulations. There are published rules for asking to be exempt and published statements on what "hardship" is. An agency often can't handle all of its cases. In addition to its published definition of "hardship," it uses a secret one describing the kind of plea to be granted on the spot.

The Antitrust Division, like every enforcement agency, can't cover every complaint. Only a fraction of the violations it uncovers are prosecuted. How big must a violation be to make it worth while to go to court or before the Grand Jury? Once more, this will remain a staff secret. And, of course, the Division can't announce each preliminary investigation.

These "internal criteria," as they're called, abound. They often directly touch the public, so that there are strong arguments for publishing them. Then, however, they'd become useless and new tests would have to be drafted. The mere existence of such tests is not even slightly objectionable. Indeed, they are often created because it dawns on somebody that the enforcement officials otherwise would enjoy, or be burdened with, too much personal discretion. A congressman might ask: "By what rule did you treat my constituent this way, when so-and-so, whose case looks the same, got a better deal?" It's good to have a rule handy to cite to him and, after it's been worked out, it's safer, as well as easier, to follow it. To publish it is something else.

NPA gives out abundant statistics on how it distributes materials. It doesn't publish them all. There are official records on how much steel, copper and aluminum go to big industries, such as railroads. If you wanted the amount granted for the repair, say, of barrooms, you'd have a hard time finding out. Why, if the whole industry gets that much, is my allotment, when I'm X percent of the industry, so small? Why should barrooms get so much in comparison, for instance, with snack-bars? The business papers seek these figures, which come out spasmodically. Whenever it happens, officials tell you, there's a storm after. Sometimes, a kind of truce between the press and the official, who after all is a prime news source as well as friend, keeps the figure confidential. "Please, don't ask me that."

When President Truman announced the security regulations, he spoke strongly for publishing what wasn't covered. But the White House doesn't—never did. Since the time of George Washington, it's been a tacit rule that nobody quotes the President, except by arrangement. For months, the President's budget, and all of the bickering among agencies that goes into compiling it, is secret. When the President gets a bill, he asks each interested agency for advice on what to do with it, but doesn't publish the advice, especially when he doesn't take it. He doesn't disclose the scores of plans always on his desk for decision. Nor does he say in advance what legislation he's been asked to recommend.

Government is mainly secret and perhaps has to be. Because it's government, there are powerful objections to secrecy, which can shield ineptitude, favoritism, corruption, even tyranny. The secret domain isn't completely dark. There are enough disclosures for an outsider to guess the sort of thing that isn't disclosed; he also can verify his surmises. Except for some government information specialists, the existence of secrets is itself completely open. They're not directly affected by the President's security rules. What the newspapermen fear is that as they tussle to uncover what agencies want to keep in shadow, the rules will stop them. Officials may no longer leak things. Whether regulations are so used, will in itself be an unofficial secret.

Leading the Nation . . .

The South is well into an era of great prosperity. Southern Markets are reflecting the wealth of its people. Of 64 Metropolitan areas in the South, 53 are registering retail sales gains in excess of the national average.

The manufactured products of the South are bringing this vast wealth into the region until a few years ago considered strictly agricultural. Today Southern industry overshadows agriculture in some states as much as five to one.

To sell these products more than $300,000,000 is being spent annually in national advertising. *Southern Advertising & Publishing*, now in its 26th year of successful publication, covers the people who spend this money. Do you want to sell them?

The story is that simple . . .

Other Abernethy Publications

- Commercial Fertilizer
- Southern Food Processor (Combined with Southern Canner and Packer)
- Southern Garment Manufacturer
- Southern Jeweler
- Southern Pulp & Paper Manufacturer
- Southern Printer
- New South Baker
- Southern Stationer and Office Outfitter

Southern Advertising and Publishing

75 Third Street, N.W. **Atlanta, Georgia**

NBC WSJS



Only ONE Station
DOMINATES
This
Rich, Growing
15-COUNTY
MARKET
WITH
1950 NET EFFECTIVE
BUYING INCOME OF
$771,969,000
*Sales Management, 1951
Survey of Buying Power

WSJS
The Journal-Sentinel Station
AM-FM
WINSTON-SALEM
NBC Affiliate
Represented by: HEADLEY-REED CO.



DEALERS GAPED, GRINNED AND LISTENED when route salesmen for Tuttle came a-calling in formal clothes, complete with white tie and silk hat.

Showmanship Fires Dealer Interest in Cottage Cheese

Route salesmen in top hats and tails . . . and the appointment of 2,500 honorary dealer "vice-presidents" set tongues a-wag on the Coast . . . and Tuttle Cheese Co. sales begin to climb in this highly competitive industry.

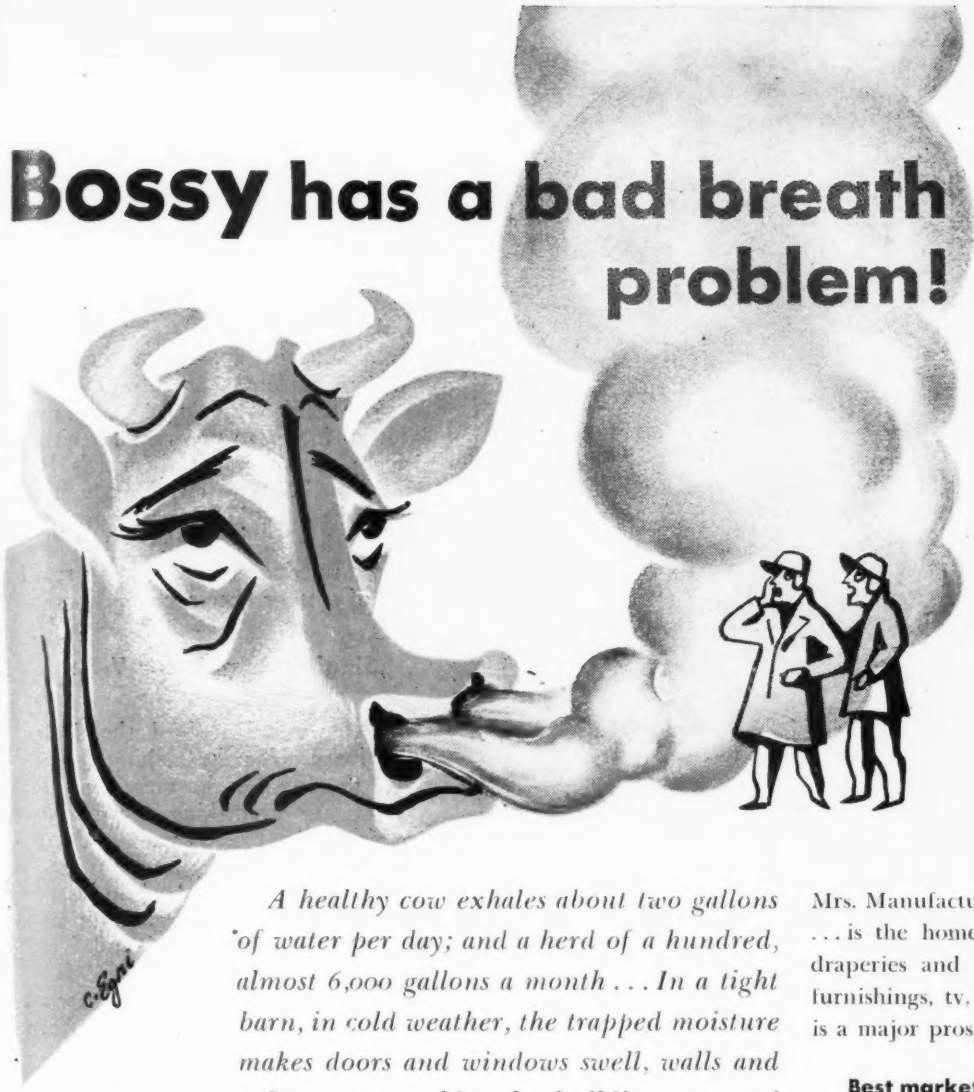
A promotional campaign designed to freshen dealer interest in a competitive food product and to win merchandising push at point-of-purchase is paying off for Tuttle Cheese Co., Oakland, Calif.

According to Ralph Price, Tuttle manager, a second objective, in addition to immediate increase in sales, was to develop some leverage for the opening of new accounts.

Tuttle distributes cottage cheese, hard cheese, and several other food products throughout most of Northern California and Nevada. In its territory it is a major factor in the cheese field. Having attained a relatively strong market position with routine methods, the company believed that extra effort, with stepped up advertising, should produce dividends.

The new merchandising program is concentrated on cottage cheese. There are good reasons: It's a product all grocers carry and one that nearly all consumers buy, particularly during summer months—when the program started. It can be promoted for each member of the family and thus is a natural for the encouragement of increased sales. It combines well with other foods and doesn't need cooking or much time to prepare it with a wide variety of tasty recipes. Above all, it's a favorite on the Pacific Coast. Californians make up the greatest per capita market for

Bossy has a bad breath problem!



A healthy cow exhales about two gallons of water per day; and a herd of a hundred, almost 6,000 gallons a month . . . In a tight barn, in cold weather, the trapped moisture makes doors and windows swell, walls and rafters get mouldy; the building rots and sags, hay spoils, disease increases, and milk production falls.

So the smart dairy farmer air-conditions his barn . . . and SUCCESSFUL FARMING in a recent issue tells him how to do it, at an operating expense of $1 per cow per year.

Architect, builder, ventilating engineer, traffic and maintenance expert . . . as well as manufacturer of grain, meat, milk, and eggs . . . the smart farmer finds that SUCCESSFUL FARMING is indispensable to his business—and his family.

Farming is manufacturing . . . with problems of plant and production, layout, equipment efficiency, mechanization, manpower, management . . . getting greater output of crops and livestock, at lower unit costs, with higher profits.

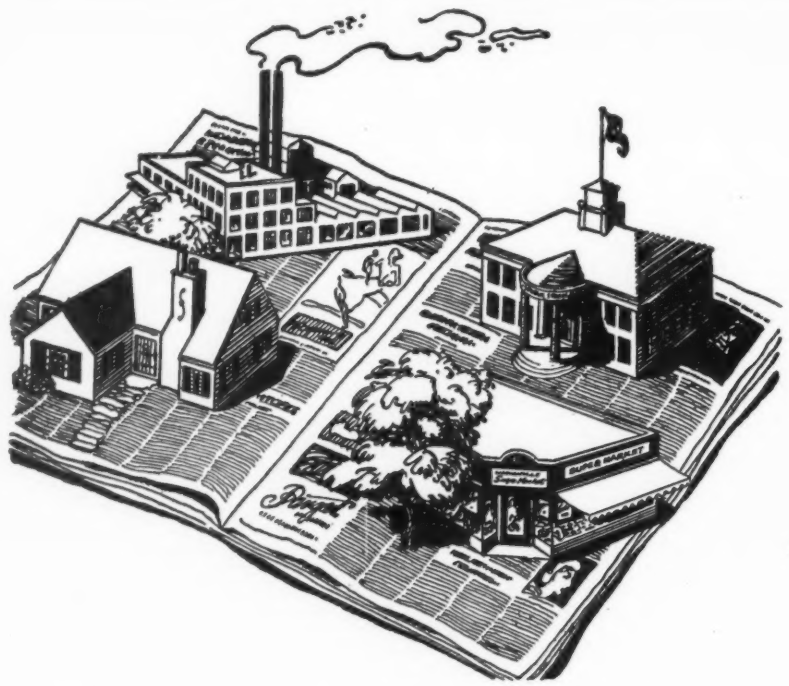
Keeping pace with her husband's progress, the Mrs. Manufacturer wants the best in modern living . . . is the home decorator and designer, selecting draperies and floor covering, new furniture and furnishings, tv, labor saving electric appliances . . . is a major prospect for quality merchandise.

Best market for manufacturers are the nation's best farmers and their families . . . best reached by SUCCESSFUL FARMING, with more than a million circulation concentrated in the fifteen agricultural Heart states . . . with the best brains, land, livestock, and plant, highest investment in buildings and machinery, largest yields and incomes. The average SF subscriber's yearly earnings easily exceed the U. S. farm average by 50%.

Advertising in general media misses much of the nation's best farm audience . . . needs SUCCESSFUL FARMING to balance your national advertising effort. With potent penetration, high readership, broad influence based on almost a half century of service, SUCCESSFUL FARMING is your greatest advertising opportunity today. Ask any SF office for full facts.

MEREDITH PUBLISHING COMPANY,
Des Moines, also New York, Chicago,
Cleveland, Detroit, Atlanta,
San Francisco, Los Angeles.





When Big Jobs Have To Be Done THEY Do Them

There is only one reason why a city produces more than its share of retail sales—**plus spending by average people** . . . by John Q. Citizen, his family, relatives, friends, acquaintances. They do the big jobs that have to be done in this country—elect the Government . . . fill the draft quotas . . . keep business booming. They are the power that rings the cash register.

Frankly . . . the Localnews Daily is the only medium that talks their language . . . deals primarily with the daily news they want most and live by.

No other medium has a better "in" . . . reaches more average people. Remember . . . more than 76% of the country lives in communities under 250M population.

"LOCALNEWS DAILIES—*basic advertising medium*"

The Julius Mathews Special Agency, Inc.

NEWSPAPER REPRESENTATIVES

NEW YORK • CHICAGO • PHILADELPHIA
BOSTON • DETROIT • PITTSBURGH • SYRACUSE

cottage cheese in all 48 states, consuming about 10 pounds per person annually.

Against these favorable factors the company had to consider some difficulties: Cottage cheese is very competitive. It sells in a price—often a cut-price — m a r k e t in California. Salesmen and dealer incentive inducements were indicated . . . but, in the ordinary sense, they could not be employed. Driver-salesmen in this field are unionized and there are barriers in the way of many types of incentives. But quite apart from that, Mr. Price points out that rulings of the Wage Stabilization Board would prohibit an incentive program for either drivers or dealers. California's Bureau of Milk Control, operating under the State Department of Agriculture, has in its milk control law many restrictions covering retail sales of cottage cheese.

Singing Jingles for V-P's

Tuttle initially solved the dealer incentive problem by making the retailer the focus of its merchandising interest, and by making him a "vice-president" in the company. As of now Tuttle Cheese Co. has 2,500 vice-presidents [honorary] in charge of retail sales. Each one is the proud possessor of a blue, gold and ivory certificate attesting to the fact: "Know all Men by These Presents [name of retailer] has hereby been recommended and appointed Honorary Vice-President in the Tuttle's Cottage Cheese Co." [Signed] "R. E. Price, Manager." How cleverly this was handled, is shown by a quick look at the advertising, merchandising and dealer tie-in program.

Advertising, which broke July 31 to run for a six-month period, includes television spots, newspapers, and outdoor posters. The theme is "The Three Vice-Presidents" . . . one in charge of Freshness, one in charge of Flavor, one in charge of Creaminess. The trio is personified by genial-looking gentlemen, silk-hatted, flower-in-buttonhole, to pop up in a variety of characteristic poses on television, in newspaper copy, on 208 outdoor poster boards and, in exuberant color, in retailer point-of-purchase advertising. Each v-p has his singing jingles on his own specialty (freshness, flavor, creaminess). The vice-president theme goes a step further with vice-president recipes. For example: Tuttle's Vice-President Salad. Business paper copy carries the same theme. Here's how it was timed:

July 31: Kick-off banquet in honor of the advertising and merchandising

NOW

•8th in General Linage
•9th in Automotive
•11th in Total Advertising
•13th in Retail

Yes

For the 12 months ending June 30, 1951, the Color-Roto "Pictorial" of The Toledo Sunday Blade was in the top 12 of the 48 U.S. Sunday newspaper Roto magazines.

Here's Why

The "Pictorial" is a colorful, well-printed, LOCALLY-EDITED MAGAZINE—built around local features and pictures. No other Sunday supplement covers the Billion-Dollar Toledo market.

And Sunday Blade Circulation Is Up

On Sunday, October 14 (the last Sunday for which figures are available) it was 162,794, up 20% over two years ago.

TOLEDO SUNDAY BLADE

REPRESENTED BY MOLONEY, REGAN & SCHMITT, INC.

Since 1929

ADVERTISING for America's oldest aircraft manufacturer —

THE GLENN L. MARTIN CO.

has been planned and executed by this agency

Make your account our next success story!
Write, wire, phone:

VANSANT DUGDALE

BALTIMORE

Advertising since 1912

THE MODERN BLACKBOARD



Screen Scriber!

A unique, self-operated projector that throws the projected images over the speaker's shoulder permitting him to face his audience at all times . . . uses 3¼" x 4" film slides or coated acetate for dramatic visual presentations.

Portable Lightweight (only 7 lbs.) Easy to use

For Teachers Lecturers Demonstrators Training Instructors

For use in Schools, Churches, Offices, Clubs, Homes, Hospitals, Training Centers



THE SPEAKER always FACES THE AUDIENCE

The price of Screen Scriber is $61.00. For more complete details, illustrated folder and name of nearest dealer, write to Dept. 42.

BARDWELL & McALISTER, Inc.
BURBANK, CALIFORNIA

campaign, attended by all field men and driver-salesmen. On display were all campaign props. Four Tuttle TV spots were shown on a movie screen. Sales personnel were told about the merchandising program and its aims.

The same evening Tuttle TV spots were shown on two major stations, KRON and KPIX. Publicity stories were also released.

August 1: Route salesmen started their part in the program. This included some startling props. To begin with, each man drove his truck that day attired in tails, starched shirt, white tie and silk hat. The men had no trouble getting the attention of the retailers they set out to see. To each retailer chosen for the honor, they delivered, with due formality, the certificate appointing him a Tuttle vice-president.

Cracks such as "What do I get out of it?" "When do I draw my pay?" "What's my dividend?" etc., provided the perfect opening for the salesmen or supervisor to tell his sales story and describe the advertising campaign back of it. With the certificate, the Tuttle representative delivered a broadside describing the advertising program. Opened out, the reverse side of the broadside gave retailers a four-color point-of-purchase display piece.

The dealer's employes were enlisted in the program. Each employe was awarded a lapel button in the shape of the vice-president's top hat, delivered at the same time as the owner's or manager's v-p certificate. Simultaneously, company supervisors put up Tuttle window streamers.

Promotion Timetable

August 6: After a week of daily TV commercial spots, the *Oakland Tribune* mailed a promotional letter and 1,200 reprints of the first Tuttle newspaper advertisement to all Eastbay food stores.

August 7: *The San Francisco News* mailed a promotional letter and 250 reprints of the first Tuttle newspaper advertisement to key outlets in San Francisco.

August 8: A four-column, full-page, two-color advertisement ran in the *Oakland Tribune,* featuring the Vice-President Salad. TV spots continued daily.

August 10: The Vice-President Salad advertisement ran in *The San Francisco News.*

August 13: *The San Francisco Call-Bulletin* mailed a promotional letter and 1,750 reprints of the Tuttle advertisement to all San Francisco food stores. *The Dealer Call-Bulletin* carried a publicity story for dealers. Ann Welcome ran a cottage cheese story in the *Call-Bulletin* offering a Tuttle recipe booklet. Outdoor poster showings were launched.

September 6 through 11: The 100% outdoor posters went up—38 24-sheets in Oakland, 66 in San Francisco, the total of 104 of the first showings to continue for 30 days.

TV spots and newspaper advertising are scheduled to run through to the end of December, with the second 100% outdoor showing going up in the Bay Area from November 11 through 16. Advertising is in charge of the Emil Reinhardt Advertising Agency, Oakland.

Meanwhile, back to normal garb, but still enthusiastic, the driver-salesmen continue their work with dealers, stressing display. Mr. Price says the merchandising program with its vice-president theme has put the men on a closer and friendlier footing with their customers. The advertising program gives them something to talk about; it provides an easier approach. It all adds up to increased confidence in selling—often half the battle.

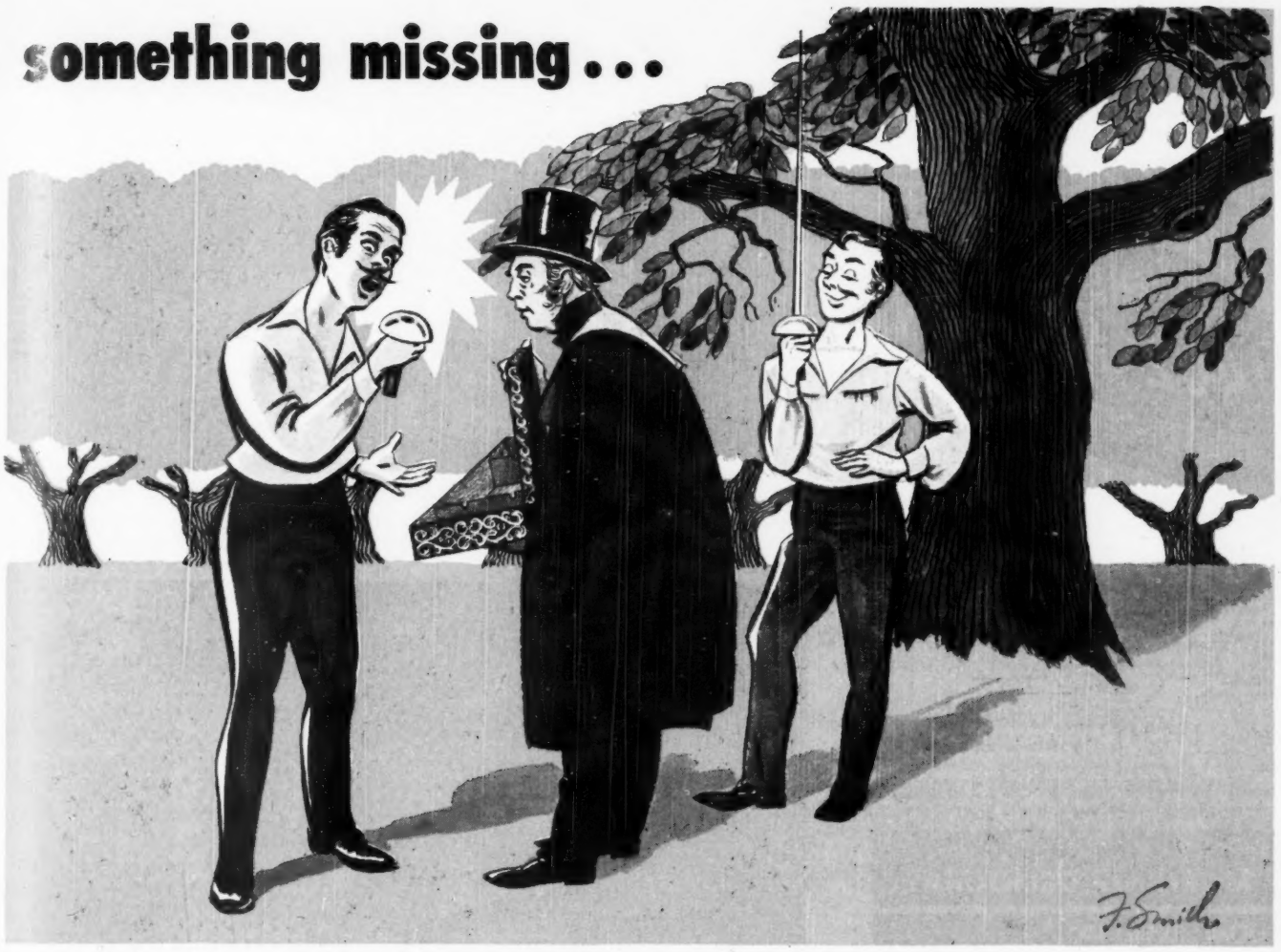
Not a Stunt

Awarding vice-president certificates to Tuttle dealers may appear to be a stunt. It certainly got attention and won good will, but it was much more than a stunt. In spite of the overtones of humor carried into the advertising, it was, and is, a serious move to make Tuttle dealers aware that they are a part of the Tuttle Cheese Co. and that, as Mr. Price puts it, "the dealer's success is our success."

The promotional letters with reprints of advertising, as the above time schedule shows, were mailed out to selected dealers in one instance, and to all dealers in other mailings. This covered both customers of the company and prospects. "Thus," Mr. Price adds, "we're giving dealers who do not handle Tuttle products information about our company and what we are doing to stimulate sales."

Tuttle management is pleased with the dealer acceptance. One month after the start of the drive cottage cheese sales shot up 15%. Since such merchandising drives are cumulative in their effect and the full force of co-ordinated efforts are rarely felt at the beginning, the company expects the measurable and the intangible results alike to build up steadily.

something missing...



like California without the

BILLION DOLLAR VALLEY OF THE BEES

You're foiled in California if you miss its *inland* Billion Dollar Valley. That market accounts for nearly 1/2 of California's total gross farm income... nearly 1/5 of its total retail sales.*

But there's no point in attempting Valley coverage with San Francisco or Los Angeles papers. Those coast papers don't penetrate California's independent inland, any more than Philadelphia papers penetrate independent Pittsburgh.

You cover the Valley only when you use the solid *local* papers — the three McClatchy papers. Each one reaches 9 out of 10 families in its ABC city zone ... half of all families in its ABC trading area. Together, they cover the entire Valley as does no other newspaper combination.

**Sales Management's 1951 Copyrighted Survey*

THE SACRAMENTO BEE · THE MODESTO BEE · THE FRESNO BEE

McClatchy Newspapers

National Representatives... **O'MARA & ORMSBEE, INC.**

New York • Los Angeles • Detroit • Chicago • San Francisco

THE MORNING EVENING ONLY NEWSPAPERS
FOR COMPLETE COVERAGE

IN THE RICH
$402* MILLION
QUAD-CITY MARKET



Only these newspapers provide home delivered circulation throughout the Quad-Cities

THE NEW
MORNING DEMOCRAT

THE EVENING
DAILY TIMES

THE SUNDAY
DEMOCRAT and TIMES

OVER 11,000
INCREASE IN CIRCULATION
SINCE OCT. 2, 1951
*Copr. 1951 Sales Management

HEADQUARTERS DAVENPORT, IOWA
Serving the Quad-Cities of
Davenport, Iowa; Rock Island,
Moline and East Moline, Illinois
Represented nationally by Jann & Kelley, Inc.

Luscious
Delicious FRUIT CAKE!

FREE!
SAMPLE TO
RATED FIRMS

Win The Admiration and Warm Regard of Your Customers At Xmas with our fascinating, tangy "Olde Fashioned Brandy & Rum" fruitcake—jampacked with meaty, crunchy nuts, bright glace cherries, zestful choice citron, juicy tropical dates, spicy select currants, tingling pineapple—has won awards! Will warm the hearts of your customers—see for yourself how this gift builds sales! Write today for free sample and discounts—on your firm's letterhead, please. Hurry, Xmas is coming!

G'VOT OF PARIS • 55 W. 42nd St. (846S) New York 18, N. Y.



Glidden's President Dwight P. Joyce tells his product story . . .



Local 148's President George Anger puts in his good word at another outlet.

Glidden's Brass Hats Demonstrate at Retail

It was no surprise to retail salespeople in 1,500 Glidden paint outlets when company executives walked behind their counters and spent the day staging Spred Satin demonstrations for all comers. Even the union joined this year's crew.

If retail salespeople don't demonstrate or don't know how to demonstrate Glidden's Spred Satin paint, it won't be because company brass and union brass haven't tried to show them.

For the second year, The Glidden Company's president, Dwight P. Joyce, has left his Cleveland headquarters to go behind the retailer's sales counter, take off his coat and give personal demonstrations to all customers on the qualities of his paints.

President Joyce was joined on October 13 by A. D. Duncan, vice-

president in charge of Glidden's paint and varnish division, five other vice-presidents, the company secretary, nine regional directors, 20 divisional sales managers, and approximately 1,000 other executives and employes.

Labor union chiefs in Glidden plants volunteered, too, for these unique behind-the-counter demonstrations. George Anger, president, Cleveland Local 148 of the United Gas, Coke and Chemical Workers of American CIO, led the union demonstrators.

In all, prospects in 47 American and Canadian cities had the opportunity to see and hear the story of Spred Satin, which is Glidden's latex emulsion paint.

What Brass Did

Glidden and union brass worked one day in more than 1,500 stores. They demonstrated the ease of application of Spred Satin by brushing it onto sheets of newspaper. One stroke of the brush completely hid the print. This showed the covering quality of the paint. Giving it 15 to 20 minutes to dry, they showed how it could be washed with a dampened cloth. On other sheets of newspaper on which a coat of Spred Satin had been permitted to cure, the demonstrators made marks with a crayon, lipstick and lead pencil, and washed the marks off with soap and water. Then they crumpled the sheet of Spred-Satin-coated paper in their hands and smoothed it out. Cracks did not appear in the coating. This was a demonstration of its durability.

To attract customers to the stores where demonstrations were held, advertisements were placed in local newspapers the day before. Handbills were circulated from door to door in some areas.

As a special inducement to prospective customers, the stores gave away a special four-ounce package of Glid-N Cleaner, the company's liquid detergent — enough for five days' dishwashing in an average family— to each person attending the demonstrations.

Plans for the demonstrations were outlined at the annual sales meeting of the Paint and Varnish Division in Cleveland in August, when division officials announced their intensive fall advertising program. The program included double-page spreads in one issue each of *The Saturday Evening Post, Collier's, Look, Better Homes and Gardens, Country Gentleman, Progressive Farmer, Sunset,* and *Today's Woman* in August and

BEATING THE DRUMS for More Food Sales



THE ROANOKE NEWSPAPER MARKET DEVELOPMENT PLAN



NEW Weekly ADVANCE BULLETIN to top food stores in entire 17-county Roanoke market.

This advance schedule of grocery linage, plus personal calls to retailers, distributors, divisional headquarters, assures greater returns from national advertising through increased dealer tie-ins!

AN IDEAL TEST MARKET!

IF YOURS IS A FOOD STORE PRODUCT... WRITE for further details to SAWYER-FERGUSON-WALKER Co., 60 East 42nd Street, N. Y. 17

ROANOKE TIMES AND WORLD-NEWS ROANOKE VIRGINIA

SAWYER • FERGUSON • WALKER CO. *National Representatives*



why not let the Banker open that door?

Do you hanker to sell the banker? Business Research Institute has just finished what is undoubtedly the most comprehensive study ever made of what publications bankers read and prefer. The validity of procedure will please the toughest research man. The vital data uncovered will delight the most hardboiled advertising buyer. The results will reaffirm to every BANKING advertiser that he is spending his money where it will do him the most good. *Write today for your copy of "BANKING's 1951 SURVEY."*

BANKING, Journal of the American Bankers Association, 12 E. 36th St., New York, N. Y.

LONG BEACH, CALIFORNIA

Greater Market than ever before!



North American's F-86 Sabres

THE AIRCRAFT INDUSTRY IS JUST ONE REASON WHY

Southern California is the world's airplane capitol, an industry in which Long Beach is an unchallenged leader. Douglas, North American and Hughes all have large plants in the immediate area.

Airplane manufacturing is just one industry in the rapidly growing Long Beach market . . . ***a market of over 500,000 (A.B.C.) people!***

Your advertising in the PRESS-TELEGRAM goes to over 2 out of 3 Long Beach families. No other medium can claim or give such complete coverage.

LONG BEACH, AN IDEAL TEST MARKET — Relatively easy control of important economic factors in this segregated area will assure sound results that can be used with confidence elsewhere.

MORE THAN 2 OUT OF 3 READ THE

Press-Telegram

IN LONG BEACH, CALIFORNIA

National Representatives: Cresmer & Woodward, Inc.

September. These reached 19,000,000 readers. Advertisements have appeared in newspapers from coast to coast.

The campaign program also included 13 weekly demonstrations over the Kate Smith television program of the National Broadcasting Company, as well as a variety of signs and sales aids for dealers.

Mr. Duncan pointed out at the sales meeting that Spred Satin has been "enormously successful," but "while we have a large backlog of orders and the sale of this new type of paint for building interiors has been phenomenal, we are bound to face growing competition. Since our company first put Spred Satin on the market three years ago, other manufacturers have started the promotion of paint for building interiors similar to it. This calls for more intensive promotion.

"Although the qualities of new latex emulsion paint have been widely advertised and extolled by word of mouth on the part of many satisfied users during the last three years, a large proportion of the population still has not heard of it. Our objective is to make it well known in every household in the nation."

See to Believe

Mr. Duncan is not satisfied that dealers use the usual methods of selling Spred Satin over the counter as they would conventional coatings. "It has many qualities that make it distinctly different from conventional types of paint," he says. "We can tell about these qualities in a most graphic manner in magazine and newspaper advertising and over television, but the public will not fully appreciate them unless they are demonstrated in the most realistic manner we can develop.

"That is one of the purposes of the demonstrations by Glidden executives. Another important purpose is to encourage dealers and store sales personnel to make such demonstrations themselves. Because Spred Satin is so different from conventional paints, it is necessary to impress this upon the public mind. If dealers do this, they will soon appreciate the rewards in the form of increased sales and increased profits."

Executive demonstrations were staged by Glidden executives when Spred Satin was originally announced. Because of their effectiveness, the company's Paint and Varnish Division has decided to make them an annual event for the introduction of new products.



Sales Stitch-in-Time

Getting the customer to see the product as it is displayed in the store is one thing; getting her to try it on the spot is another. Here's what Domestic Sewing Machine Co. is doing to give its machines a personal introduction to housewives.

When Mrs. Caller asks for free Blotter Boots offered in Domestic Sewing Machine Company's TV, radio and magazine advertising soon to be presented, dealers will sit her down at a Domestic machine, hand her terry cloth makings and let her create her own.

Assuming everyone is interested in something free, Domestic hopes the Blotter Boot approach will remind dealers of a potential sale and introduce Domestic machines to a wider segment of the buying public. To make sure its 350 distributors and salesmen knew how to make the booties themselves, Domestic held a mass speed contest, (below), found average running time slightly over five minutes.

Domestic is asking its dealers to arrange for bootie-demonstration space at county fairs this fall, in addition to regular in-store demonstrations.



BUY
• GIFTS
• PREMIUMS
• AWARDS
DIRECT FROM THIS NEW 1952
WHOLESALE CATALOG

WRITE FOR CATALOG



OVER 250 PAGES OF NATIONALLY KNOWN

• DIAMONDS • ELECTRICAL APPLIANCES
• WATCHES • TROPHIES
• JEWELRY • PEN SETS
• SILVERWARE • LEATHER GOODS
• MANY OTHER GIFT LINES

WALDRON & CO., Inc.
1211 CHESTNUT STREET
PHILADELPHIA 7, PENNA.

We publish two good newspapers ... they are read by everybody in and around Louisville

We sell advertising space at reasonable rates. It produces sales.



The Courier-Journal
THE LOUISVILLE TIMES
Owners and operators of
Station WHAS and Station WHAS TV
364,123 DAILY • 293,426 SUNDAY
REPRESENTED NATIONALLY BY THE BRANHAM CO.



The Greatest Easel Ever Built

Designed for use with the large paper writing pad—which we stock. Also ideal for great big charts, small charts and flip-over charts. Folds up in a jiffy.

Manufactured exclusively by

ORAVISUAL COMPANY, INC.

68 Jackson Street Stamford, Conn.

WRITE FOR DESCRIPTIVE CIRCULAR

Redwood City*

A "Superior" California market

Population

1940 — 12,453
1950 — 25,342

Increase 104%

The Redwood City Tribune. A "Superior" California daily newspaper.

Circulation (net paid)

1940 — 3,513
1951 — 12,208

Increase 247%

The Tribune reaches 4 out of 5 families in this rich, expanding market (complete market data in this issue of Sales Management.)

Represented Nationally by West-Holliday

* County Seat, San Mateo County — 27 miles south of San Francisco

Can Tests in Four Markets Tell How All Major Markets Will Buy?

(continued from page 39)

7. Newspaper and radio station coverage are adequate.

Two of the markets have three or four times the population of the others. The Census last year gave Columbus 381,300 city and 510,600 market population, and San Diego had 328,500 and 547,700. On the other hand, Winston-Salem showed 88,200 city and 147,500 market, and Portland, 77,900 and 170,100. Combined city population of the four was 875,900 and combined market population, 1,375,900.

In two of the markets Pepsodent Division salesmen personally introduced Chlorodent to the drug trade. In the other two, a dozen packages in self-display cartons were mailed to every drug store.

100% Drug Distribution

"Our men did not put the heat on retailers," Lipscomb emphasizes. "But we did offer one in a dozen free with initial order. In the 'mail' cities druggists were told that unless they liked the product, they wouldn't be billed for the original dozen."

As it proved, the problem was not one of returns but of keeping the trade stocked.

In all four markets 100% drug store distribution was obtained before announcement advertising broke. (And several weeks before, Market Research already had found the dentifrice habits, in brands and types of a representative sample of the people in these markets.) The advertising was accompanied by news stories from Lever's Public Relations Department, under J. E. Drew.

Sales, Advertising, Public Relations and Market Research combined from the start to get people talking and *doing* things about Chlorodent.

Newspapers scheduled were the *Evening* and *Sunday Dispatch* in Columbus; *Morning Union* and *Evening Tribune* in San Diego; *Morning Press-Herald, Evening Express* and *Sunday Telegram* in Portland, and the *Morning Journal* and *Evening Sentinel* in Winston-Salem.

Lever estimated the city zone population of the four markets together at 1,018,666. Circulation of these eight papers was 991,903.

One-minute and 20-second spots were used intensively on WBNS, WCOL and WHKC in Columbus; KCBQ, KFSD and KGB, San Diego; WCSH and WGAN, Portland, and WSJS and WTOB, Winston-Salem. Television spots ran regularly on KFMB-TV, San Diego, and WBNS-TV, Columbus.

Fifty-five per cent of the four-market space-and-time dollars over the six-month period went to newspapers, 45% to radio and TV.

Point-of-purchase also has played an important part in the program.

First materials offered retailers were window streamers and the one-dozen counter merchandiser. Use of the window material ranged from 60% of drug stores in Portland to 45% in Columbus. At least 90% of all types of stores—variety, department stores, super markets and others were added—used the counter merchandiser.

Last June "A" and "B" drug stores in the four cities were offered a display featuring a live plant. Within two weeks 75% of these druggists were featuring it.

Newspaper ads ranged from full-page displays down to three-inch readers, under such captions as "Stop mouth odor . . ." and "Bleeding gums cleared up in a week."

Theme Color: Green

An increasingly important factor in display ads has been color — of course, green. William Resor, vice-president of J. Walter Thompson Co., supervising the account, believes that this is the first newspaper campaign in which color not only is an integral part but a *basic theme.*

Headline in the opening ad in the 73-market campaign—first proved in the four markets—is

New green toothpaste with miracle chlorophyll gives you a Clean Fresh Mouth not for minutes . . . but ALL DAY LONG!

The words underscored are in green. So is Chlorodent on the tube, and the green paste being squeezed from it on a brush. In a box in the corner stands a green plant and a description of chlorophyll as "the magic green substance . . . which transforms the sun's energy into life-giving nourishment."

Color ads will run in 60% of the newspapers scheduled for the 73-market campaign. In fact, JWT Co. has found that 80% of the circulation of all daily newspapers in the



Bingo! *(are you getting in on the pay-off?)*

Marketing a product is an intricate process. Every step from product design, through manufacturing, packaging, distribution and advertising is planned carefully until, *bingo*, the cash register rings. Then, who wins at the point-of-sale—you or your competitor?

Yes, the point-of-sale is the final pay-off and that's why advertising at the point-of-sale is the vital link in your marketing program.

Do you want *better* advertising at the point-of-sale? That's our business—our *main* business—and we can give you point-of-sale ideas that *pay off*.

We can handle the job complete—for a year around program, a campaign or a single display—ideas, art, production, distribution. What can we do for you? Chicago Show Printing Co., 2660 N. Kildare, Chicago; 400 Madison, New York; Offices in all principal cities.

CHICAGO SHOW
PRINTING COMPANY
CHICAGO • NEW YORK

- Cardboard Displays
- Animated Displays
- Econo Truck Signs
- Cloth and Kanvet Banners and Pennants
- Mystik Self-Stik Displays
- Mystik Can and Bottle Holders
- Stanzall Outdoor Signs
- Mystik Self-Stik Labels
- Booklets and Folders

Advertising at the POINT-OF-SALE



Convenient

At Hotel Cleveland you'll be convenient to *anywhere* you'll want to go in Cleveland. Hotel Cleveland is directly connected to Union Passenger Terminal, garage, Terminal office buildings.

Comfortable



Quiet, sleep-inviting rooms—all with radio, many with television. Spirited, colorful new decorations in rooms and lobbies.



Friendly

There's a cordial, hearty welcome . . . gracious, attentive service to greet all who enter the friendly doors of Hotel Cleveland.



HOTEL CLEVELAND

Cleveland, Ohio

162 largest markets now offers run-of-paper color.

Radio and TV spots also stress green.

At the start, last spring, some Leverites wondered about the acceptance of the green paste, which tints the toothbrush. To make sure, themselves — despite all Bob Graustein's consumer-reaction and habit studies —several members of the large brass of Lever and JWT went out into the test markets and pushed doorbells. They were pleased at the extent to which consumers "talked green" . . . and thought of green in terms of cleanliness and coolness.

Research Studies Repeaters

As noted, Market Research studied dentifrice usage habits last February before the product was put on sale.

In May, Graustein's interviewers went back to the same consumers to learn the percentage who were using Chlorodent. And in June they returned to the same people to find the ratio of rebuying.

"We were so amazed at the repeat percentage," Graustein says, "that we went back again to recheck them."

By July, two-thirds of original buyers—all from drug stores—had used up their first tube. The repeat pattern was determined by finding out how many bought a second tube. It was half again as great as what would have been regarded as satisfactory. Those consumers who were then on their second or third tubes were just as enthusiastic as they had been five months before. And those still on their first tube seemed equally pleased with it.

"We could then be pretty sure that a large proportion of the American people would buy, and keep on buying, Chlorodent."

Among the continuing panel of 5,000 drug store customer families—the liked-most factors were:

1. Taste or flavor, and
2. "It leaves my mouth feeling good."

Of 687 families in an early sample, 97% rated the cleansing power good to excellent; 92% liked the flavor; 90%, the amount of foam.

Chlorodent has been received favorably among all income and education groups, and among different races.

Graustein believes children like it (Could you get your little Johnny to brush his teeth last night?) even more than grown-ups. But as yet he hasn't enough data to support this.

Have the panel families been "conditioned" in favor of Chlorodent?

He does not know. Market Research, however, has gone back to learn how non-panel purchasers feel about the product. And a new panel in the four markets will consist of people who bought Chlorodent in super markets, department stores and other "non-drug" stores.

Both panels will continue to guide and feed the national operation. Among other things, testimonials from veteran users in the original markets have been put to work in the 73-market campaign.

With all their findings, the Pepsodent people still face the "facts" with some cynicism. They study and restudy and then move forward carefully to make sure that the bonanza does not boomerang.

Even so, the "facts" are compelling. The rate of progress in the four markets pushed up the date for first wide distribution from January, 1952, to October, 1951. (Perhaps the possibility that other new-type dentifrices might be moving in also was a factor!) As a result of the four-market findings, national sales objectives and advertising budgets have been raised.

Sales targets are still being raised. In the first 10 days after the salesmen in 73 markets told their customers about Chlorodent, Charlie Lipscomb says, "we've had to double sales estimates for these markets."

Although Chlorodent advertising carries the line, "made by the makers of Pepsodent," the new brand will *not* ride in on the older's coat tails. Advertising for both will be separate and, definitely, competitive.

Target: 168 Major Markets

Lipscomb admits that Chlorodent has gained in the test markets at the expense of all major brands. Still he expects Pepsodent to "increase its share of industry volume."

After sales and advertising are well under way in all 168 major markets, Chlorodent will start using magazines, national newspaper supplements and network TV.

But newspapers, radio and point-of-purchase in the 168 markets still will be the backbone of the program.

The markets are 162 suggested by JWT, which recently did a booklet about them called "The Cream of Your Market," plus a half-dozen added by Lever. JWT found that the 162 markets have 56.7% of the nation's population, but do 63.6% of all retail sales, 71% of drug and proprietary sales, and 79% of dentifrice sales.

The 260 newspapers being sched-

uled were found to provide, separately and together, at least 40% coverage of all families in all counties embraced by these markets.

Dealers in other markets will be reached by mail.

Although business paper advertising won't break until January, the news about Chlorodent and chlorophyll has got around.

Retailers and wholesalers across the country, for instance, are beginning to hear from Pepsodent Division salesmen some of the things they learned at the New York sales meeting, from a sound slidefilm called "Operation Miracle."

A week or two before that meeting four salesmen—Lou Eckles in Columbus, David Morris in Winston-Salem, Paul Mundie in San Diego and Russ Stewart in Portland—acquired a temporary extra chore. Each drove around to representative dealers and wholesalers, followed in another car by men with camera and tape recorder.

> "Advertising is your means of public approach. If you make a product good enough even though you live in the depths of the forest, the public will make a path to your door. But if you want the public to be in sufficient numbers, you would better not rely on a path. You would better construct a highway. Advertising is that highway."
>
> —*William Randolph Hearst*

He asked the retailer how Chlorodent was doing . . . and then said that Pepsodent Division was all set for a sales meeting, and could he quote what the retailer said about it?

Each interview, it was emphasized, was entirely unrehearsed. In all four cities the men got only one turndown.

On a playback of "Operation Miracle" I took some notes:

Portland retail druggist: "Sales of Chlorodent second to none."

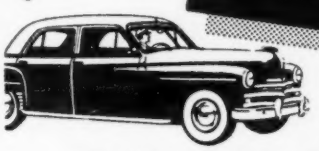
Various Winston-Salem druggists: "70% of buyers have repeated;" "It's now our No. 1 toothpaste." A Walgreen manager: "It's our leading dental paste today."

In Columbus, the drug department manager of big Lazarus department store said it has "moved ahead of Colgate." The manager of a Big Bear supermarket complained that advertising for it had run 15 days "before we were covered" with stocks. (Soon he was wiring reorders.)

A Columbus wholesaler, Kauff-



"GENERAL AUTO" GIVES YOU THREE WAYS TO CUT YOUR FLEET COSTS



PLAN A
Fleets of 100 or More
Cars with Low Annual Mileage
39.50 MONTH PER CAR

PLAN B
10 or More Cars
25,000 Miles or More Annual Mileage
Low as 3½¢ PER MILE

PLAN C
10 or More Cars
Popular Plan Used by Many Firms
49.50 MONTH PER CAR

BRAND NEW 1951 FORDS, PLYMOUTHS, CHEVROLETS
FLEETS OF 10 TO 1000 CARS FOR IMMEDIATE DELIVERY
INCLUDING GAS & OIL

Includes License Plates; Replacement in Case of Fire, Theft or Serious Damage; New Cars Every 12 Months.
"General Auto" rental plans cost less than salesman's mileage allowance or company owned cars. A special plan can be developed to meet any need.

Now Serving RCA, DuPont U. S. Hoffman Machinery Co., Koppers Coke, and many other national firms

HIGHEST PRICES PAID FOR YOUR PRESENT CARS

Write, Wire or Phone



GENERAL AUTO RENTAL CO.
COAST-TO-COAST
HAROLD B. ROBINSON • Livingston 8-5000
6600 N. BROAD ST., PHILA. 26, PA.



YOU'RE RIGHT WITH RISING

A letterhead on Rising Line Marque always tells much more than the message it carries.

Combined with quality art, typography and printing, this distinctive and versatile paper can do a *real* selling job for your company. Call your printer today. Ask him to prove it with samples—to give you an estimate on your letterhead requirements.

In the meantime, check these six features of Rising Line Marque:

Rising *Line Marque*

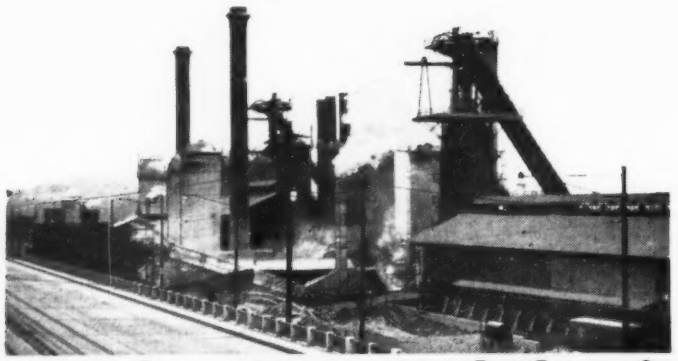
- Exclusive design patterned after Italian handmade paper
- 2 weights
- Excellent printing surface for die-stamping, lithography, gravure or letterpress
- White and 3 pastel colors
- Envelopes in 6 sizes • 25% Rag

WHEN YOU WANT TO KNOW ...GO TO AN EXPERT!

Rising Papers

ASK YOUR PRINTER ...HE KNOWS PAPER

Rising Paper Company, Housatonic, Mass.



More Coke..More Coal Chemicals and soon More Pig Iron

for Southeastern Industries Served from Birmingham by

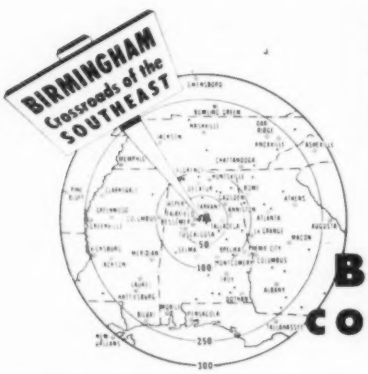
SLOSS-SHEFFIELD STEEL & IRON COMPANY

Big expansion programs involving expenditure of many millions are the order of the day with the Birmingham district's major industries that serve the Southeast. Mainspring of these large-scale developments is the burgeoning prosperity and accelerating progress of the surrounding Southeastern market area.

In the words of Claude S. Lawson, president of Sloss-Sheffield Steel & Iron Company, which recently announced extensive plant additions and improvements:

"The Southeast's economic progress this past decade has been dynamic. Industries that serve the Southeast from the centrally situated Birmingham district have been levered by this progress into large expansion programs. Take our own Company, for instance. So rapidly has the demand for iron increased in the Southeastern trade area that we are making the largest investment in new facilities in our Company's recent history. We are building a new battery of coke ovens to serve our own furnaces and the booming foundry trade . . . opening new coal and ore mines . . . enlarging and diversifying our production of coal chemicals and further modernizing our plants and equipment. This will result in more coal and coke, more coal chemicals and by-product gas and merchant iron. We are keeping pace with the Southeast's progress and readying our industry to serve its future needs."

* * * * * * * *



Many types of industry in the strategically located Birmingham district are growing with the Southeast. Many are moving in. The Committee of 100 or any of the undersigned members of the Executive Committee will welcome the opportunity to give you confidential and specific data regarding the advantages of the Birmingham district for your plant, office or warehouse.

BIRMINGHAM COMMITTEE OF 100

1914 Sixth Ave., N., Birmingham, Ala.

Executive Committee

Gordon Persons
Governor
State of Alabama

Bradford C. Colcord
President
Woodward Iron Co

John S. Coleman
President
Birmingham Trust National Bank

Donald Comer
Chairman of the Board
Avondale Mills

William P. Engel
President
Engel Companies

W. W. French, Jr.
President
Moore Handley Hardware Co

Clarence B. Hanson, Jr.
Publisher
The Birmingham News

W. H. Hoover
President
Employers Insurance Co. of Alabama

Mervyn H. Sterne
Sterne, Agee & Leach

Claude S. Lawson
President
Sloss-Sheffield Steel & Iron Co

Thomas W. Martin
Chairman of the Board
Alabama Power Co.

J. C. Persons
President
First National Bank

O. W. Schanbacher
President
Loveman, Joseph & Loeb

A. V. Wiebel
President
Tennessee Coal Iron & Railroad Co

man, Lattimer Co., gave his five-month figures: Pepsodent, 930 dozen; Chlorodent, 851 dozen.

San Diego retailers reported repeat business from 75 to 90%.

Dealers in several cities found Chlorodent already "bigger than Amm-i-dent" was at the time of the ammoniated peak, in late 1949 . . .

Competitors, of course, don't intend to go down before the green wave. In the test markets big competitors paid retailers 50 cents a name for their Chlorodent buyers. (Herbert G. Drake, JWT's account executive on Chlorodent, followed them around, buying the same names.)

A check of newspapers showed that Chlorodent hardly had got going in these markets before Colgate seemed to think them worth extra effort . . . and added 1,000-line weekday insertions to its Sunday supplement and other advertising. And then Lever reports it found a growing scarcity of good radio spots. Was Colgate trying to preempt them?

Against such inconveniences the new toothpaste has pushed along.

And from their "streamlined market testing techniques" in these four markets, Charlie Lipscomb and his crowd hope to find still better ways to win the nation to Chlorodent.



Yankee Peddler Awards were presented to this couple by the Sales Managers' Club of Boston at its "Sales Festival" October 16. The winners: Mary Hartline, star of Canada Dry's "Super Circus" (ABC-TV) program, and Johnny, long the personal trademark for Philip Morris. The third winner: Boston's own Jack Lacy, president, Jack Lacy Institute.

Here are the Facts on

THE NEW YORK GROCERY MARKET

Grocer-Graphic

the Newspaper of the Retail Grocers in the New York Market, has just completed a statistical analysis of the New York Metropolitan Grocery Market—that is yours for the asking.

It is an invaluable asset to manufacturers of products sold in the grocery store who want better distribution or increased sales in this greatest concentration of purchasing power in the world.

$2,300,000,000 Grocery Sales

annually are broken down by counties and municipalities, together with the number of retail grocery outlets, families, average sales per store, etc.

Supplementing this market data is an analysis of GROCER-GRAPHIC'S coordinated circulation, the

15,000 Top Grocers who Dominate the Market

Write GROCER-GRAPHIC to reserve your copy for you—it will be mailed as soon as it is off the press. We repeat—it's yours for the asking.

GROCER-GRAPHIC

THE NEWSPAPER OF THE RETAIL GROCERS IN THE NEW YORK MARKET

A BILL BROTHERS PUBLICATION

386 FOURTH AVENUE NEW YORK 16, N. Y.

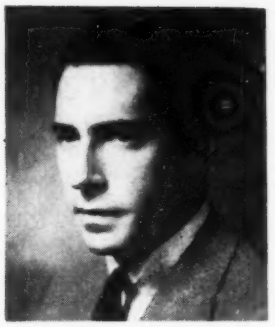
NEW ENGLAND OFFICE
376 Boylston Street
Boston 16, Mass.

MID-WEST OFFICE
333 No. Michigan Avenue
Chicago 1, Ill.

PACIFIC COAST OFFICE
Richard Railton Co.
Monadnock Building
San Francisco 5, Cal.

Advertising

MEDIA . . . AGENCIES . . . SERVICES



EDWIN S. FRIENDLY, JR., is appointed national director of television sales for American Broadcasting Co. He was formerly eastern sales manager of ABC's TV.

Distribution and Exposure Must Balance Advertising

"Some $23 billion—a new record—will be invested this year for plant expansion."

E. B. Weiss, director of merchandising, Grey Advertising Agency, Inc., speaking before the Merchandising Clinic of the American Association of Advertising Agencies, during its Eastern Annual Conference held in New York City, October 30-31, noted this fact and went on to say that advertising and merchandising men will be faced with the problem of moving a new torrent of civilian merchandise.

"Is that torrent," he said, "to be backed up by compelling it to go through the narrow neck of an archaic distribution concept?"

He then went on to make the following points:

1. The national advertising of mass-consumed lines can produce the highest sales volume only when it is accompanied by *national* distribution.
2. In many merchandise categories, distribution that could be classed as "national" 10 years ago, is not truly national today.
3. National distribution, within sound profit limits, exposes a line through true sales-making display to the optimum number of shoppers who might conceivably buy it.
4. In general, the more broadly and frequently a line is bought by the public, the more broadly distribution should expose it to the public.
5. To refrain from broadening distribution for fear of "trade reprisals" would invite the much more serious possibility of "shoppers' reprisals."
6. Exposure of a line in advertising must be accompanied by *at least* an equal exposure via distribution.
7. Given today's retailing situation, most lines no longer get sufficient exposure via distribution when sold through just one type of outlet.
8. Refusing a line to a type of retailer because that type didn't handle the line before compels the retailer to take on a competitor's line, or have the line made with the retailer's own name on it, or both.

Mr. Weiss concluded: "A trolley-car distribution in a ram-jet propulsion age results in: (A) opening the door to competition; (B) blocking the achievement of sales potentials; (C) diluting the returns from the advertising investment; (D) preventing the advertising budget from being increased.



OPEN HOUSE TOUR for media representatives held by VanSant, Dugdale & Co., Inc.: The agency played host to more than 300 guests in its new building at 15 East Fayette Street, Baltimore. Shown here are (left to right) Wilbur VanSant, president of the agency; Merril V. Reed, vice-president, SALES MANAGEMENT; Robert E. Daiger and Harry Brian, vice-presidents of the agency. Media folk were both local and national.

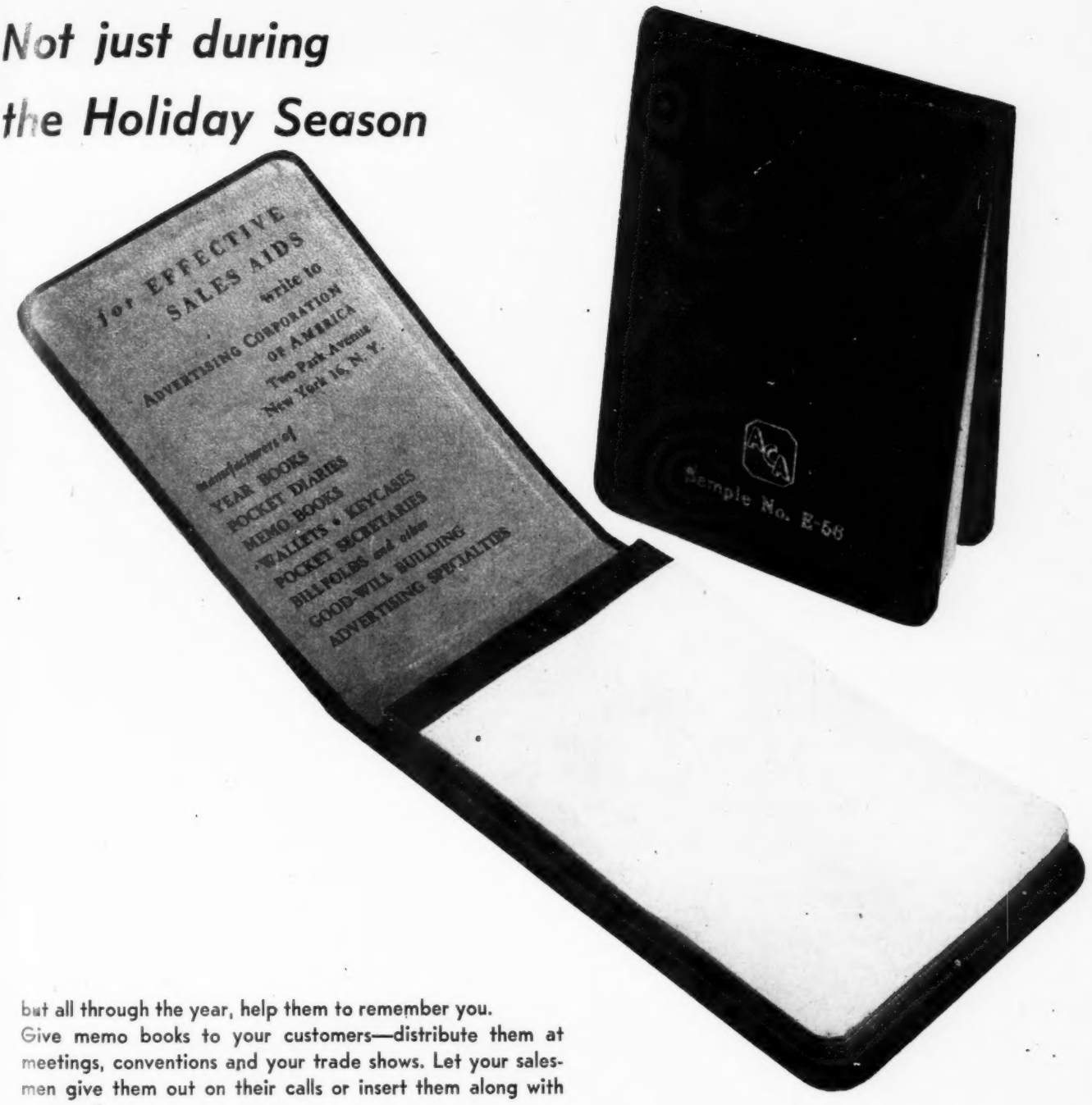
"What Kinds of People Read What Kinds of Ads"

A series of pilot studies aimed at analyzing the nature of the daily newspaper's audience has been undertaken by the Bureau of Advertising, A.N.P.A., in cooperation with several individual newspapers.

Some tentative findings of the first efforts in this direction were presented by Allen B. Sikes, service manager of the Bureau, in a talk before the Eighth Annual Advertising Conference of Ohio State University.

The research technique, Mr. Sikes said, follows that used in the 12-year-old Continuing Study of Newspaper Reading, and the field work is being done by Publications Research Service, which also handles the Continuing Study research. However, the new project, he added, carries the readership investigations into new fields of qualitative study not attempted in the C.S.N.R. surveys.

Not just during the Holiday Season



but all through the year, help them to remember you.

Give memo books to your customers—distribute them at meetings, conventions and your trade shows. Let your salesmen give them out on their calls or insert them along with your mail.

With your ad gold-stamped on the cover and additional advertising copy printed on the inside of the cover, these memo books give you a low cost positive sales-aid that constantly helps them to remember you.

These books available in various colors and grains of genuine leather and imitation leather. Let us know how many you can use and we'll send you a sample and give you full cost information by return mail.

ADVERTISING CORPORATION OF AMERICA

TWO PARK AVENUE • NEW YORK 16

Factory • Easthampton, Massachusetts





VICE-PRESIDENTS newly appointed at Cowles Magazines, Inc., are: (left to right) John Reiss, advertising director of *Quick;* Fred Bauer, advertising manager of *Look's* Chicago office; Don Perkins, advertising director of *Look* which he had joined in 1937.

The 140 Continuing Study surveys completed to date, he said, have shown, among other things, the high page-by-page readership that newspapers get and the kinds of layout and copy techniques that get the greatest attention.

However, he said, the C.S.N.R. has had a necessary limitation. While it shows readership by a cross-section of the public, it does not dig into the characteristics of the people who read and use the ads.

In each of the qualitative studies, he revealed, 600 men and 600 women are interviewed, as against 225 of each sex in the C.S.N.R. surveys. Questionnaires include the age, sex and occupation questions used in the C.S.N.R. studies. In addition, they ask about ages of all members of the family, shopping habits, auto ownership, movie attendance, frozen foods use, and other matters which might serve as keys to interest in various ads and products.

Some sample findings were reported by Mr. Sikes to show how individual interests and family characteristics might affect ad readership. One piece of copy measured was an all-text ad on a deodorant, with the headline, "Call Me Tonight," in large type. Among women it got almost twice as high readership in the 18-29 age group as in the other two groups (30-44 and 45 and over) together—an indication, perhaps, that the ad was well-aimed at the group most likely to buy the product.

Some of the most telling findings were in the field of food advertising. In one survey, carried out just before Independence Day, the question was asked whether the family planned a Fourth of July picnic. Picnickers showed about 50% more interest in a supermarket's fried chicken ad than non-picnickers. The same result was achieved by a national ad on a frozen lemonade mix.

Virtually all the retail and food advertisers in that issue, Mr. Sikes pointed out, featured the holiday in their copy. Department stores, as well, featured such items as outdoor grills, picnic jugs, portable radios, etc. Very few national advertisers, however, took advantage of the holiday opportunities.

In regarding the ultimate purpose of the research, Mr. Sikes summed up:

"All kinds of people read the newspaper—all age groups, all occupation groups, all income groups. That's what makes the newspaper a universal everyday reading habit with American families.

"But no two people read a newspaper exactly alike. The more an advertisement targets those within the total circulation area who may be most interested in the product, or who may most easily be persuaded to buy, the more important is its direct sales influence. It may well be that some ads—general in their approach and attempting to reach everyone—wind up by missing a strong sell on the best customers."

The edges of this "new tool" have not been "sharply ground" as yet, Mr. Sikes said, the research being still in a purely exploratory stage. It is expected that five studies will have been completed by the end of 1951, he added, at which time the Bureau of Advertising probably will have a clearer picture of the possibilities.

In order to make them as useful as possible to advertisers, he said, the Bureau plans to classify the findings on IBM cards when sufficient reliable information has been developed.

Jet, Negro Weekly Makes Its Debut

Jet, a *Quick*-size weekly pocket news and picture magazine for Negroes, made its debut November 1. John H. Johnson, founder of the nine-year-old Johnson Publishing Co., hopes to duplicate his success with *Ebony*, a picture monthly selling nearly 500,000 copies, *Tan Confession*, a romance publication with 300,000 monthly circulation, and *Negro Digest*, his first magazine, with current circulation of 100,000.

While the initial issue of *Jet* carries no advertising, Johnson soon will solicit business on the basis of a guaranteed circulation of 200,000.

NBC's TV Set Estimates Serving 2,100 Persons

Counting installed TV sets across the country and issuing a monthly report on totals, city-by-city, is a service to advertisers, agencies and to the entire television industry that the National Broadcasting Co. has been undertaking since March, 1948. This report on each of the nation's 64 TV markets is compiled by the NBC-TV Sales Planning and Research Department from estimates obtained from each market.

The market-by-market estimates are designed to represent the number of sets covered by each NBC affiliate on a network basis. Insofar as possible, sets are credited to only one station.

The count for each market represents all TV sets, including those in public places and secondary sets in the home, but makes no allowance for the small number which have been junked. On a national basis, it is estimated from available data that less than 1% of all sets are in public places, less than 2% of all sets are secondary receivers in TV homes and about ½ of 1% have been junked.

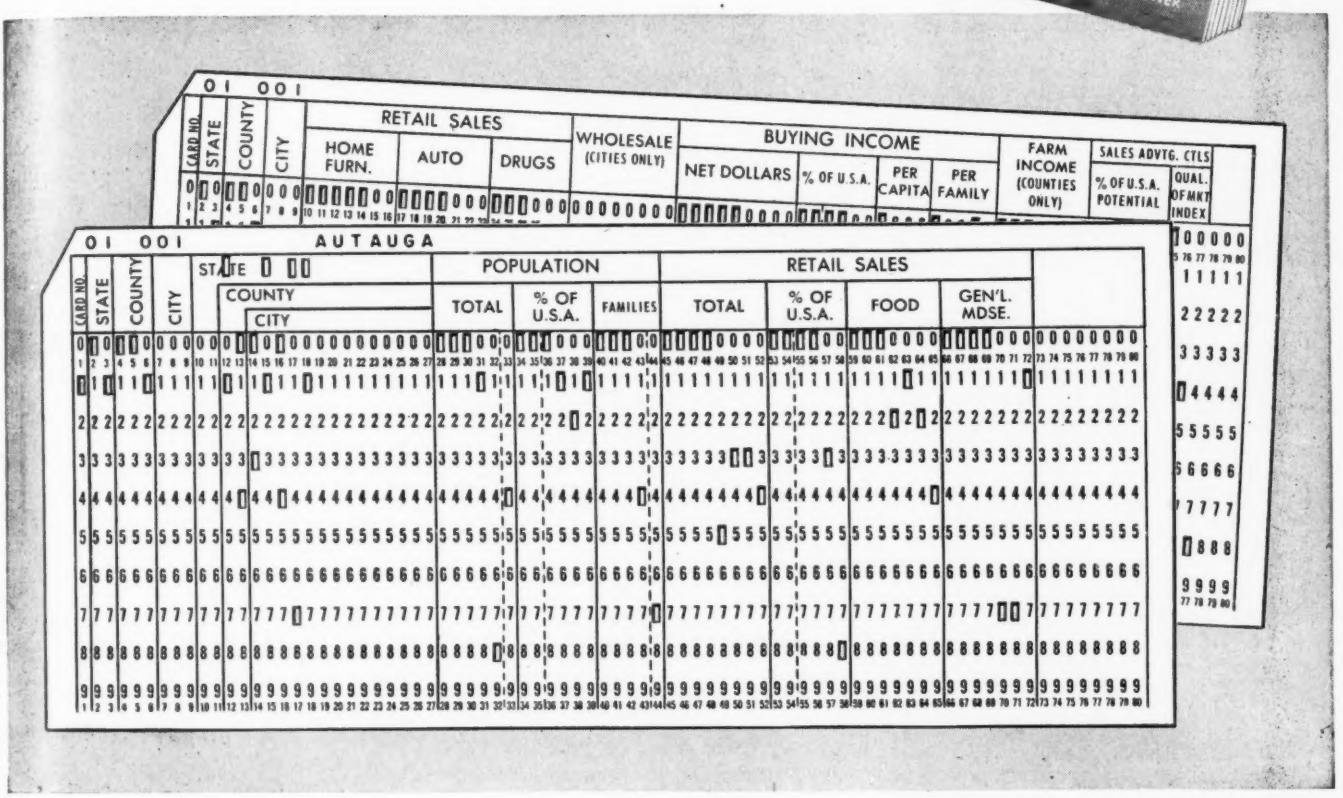
It should be noted that the NBC report is based on total sets installed rather than on TV homes. The difference is still relatively small at this



IN THE AIR, like sleigh bells and Christmas carols, the "Errant Angels of RCA" again hover over Yule night scene. This is their fourth annual appearance in displays created by Einson-Freeman, Co., Inc.

IBM Cards used for this survey are available to YOU





Use them for fast, *Automatic* territory analysis

By using only those cards conforming to your particular sales territories, you can conveniently apply the SALES MANAGEMENT *Survey of Buying Power* to your own market areas. Through MARKET STATISTICS, INC., the IBM Service Bureau will prepare these analyses for you quickly. Or if you have an installation of IBM equipment, you can prepare them automatically right in your own office.

More than 100 leading manufacturers and distributors have adopted this new approach to setting scientific sales quotas.

It is only necessary to determine what factors (or combination of factors) published in the *Survey* would reflect consumer demand for your product. If you have any questions on this point, you may without obligation consult with the staff of MARKET STATISTICS, INC. for complete details. For further information on how to use the *Survey of Buying Power* on IBM cards, write or phone Dr. Jay M. Gould, MARKET STATISTICS, INC., 432 Fourth Avenue, New York 16, N. Y. (Telephone Mu. 4-3559)

MARKET STATISTICS, INC.

RESEARCH CONSULTANTS TO SALES MANAGEMENT
432 Fourth Ave., New York 16, N. Y. Mu-4-3559



GEORGE W. HARVEY is named general manager of WFLA AM-FM, owned and operated by The Tribune Co., Tampa, Fla.

HOW LEADING INDUSTRIES CUT SALES COSTS UP TO 50%



They Use TUFIDE THE TUFFEST BUSINESS CASES OF ALL!

Tested & Proved By
Allis-Chalmers Co.
Telechron Co.
Victor Adding Machine
Acme Steel Corp.
General Motors
Sprague-Warner Co.
And many others

650,000 users *prove* that TUFIDE cases last longer . . . need replacement less frequently . . . cut business case costs as much as half!

TUFIDE *Outlasts Leather 5 to 1*



UNCONDITIONALLY GUARANTEED FOR 5 YEARS!

TUFIDE business cases withstand roughest use. Slam 'em . . . wham 'em . . . wet 'em. They'll bounce back smiling! Amazing TUFIDE *looks* like leather . . . *feels* like leather . . . yet ACTUALLY OUTWEARS LEATHER 5 TO 1, as proved by independent laboratory tests. That's why TUFIDE—and *only* TUFIDE—is *unconditionally guaranteed 5 full years!* See TUFIDE business cases at your dealer today. Special cases designed to order.

Priced From $5.00 And Up

Get Free Facts MAIL NOW!

Stebco Products Dept. A-27
1401 W. Jackson Blvd., Chicago 7, Ill.
Send me FREE facts on TUFIDE Business Cases, without obligation.

Name.....
Address.....
City.....Zone.....State.....

stage and will likely continue to be so for several years.

Estimates for each market are based on set sales to dealers as reported by distributors. The figures are normally adjusted to allow time for retail purchase and installation.

In most markets, the survey of distributors is made regularly by the NBC affiliate. In some multi-station cities, the data are gathered by a joint-station committee or an electrical association. Set figures in a few markets are compiled by the market research department of a college or university.

Insofar as the report itself is concerned, estimates are compiled as of the first of each month and the report is published on or about the 25th of the same month. NBC makes the data available on a no-charge basis to advertisers, agencies, publications, research companies and other interested individuals. The report is currently distributed to 2,100 persons.

The October 1 report shows a total of 14,003,500 installed TV sets in the country. The leading cities in sets-installed are: New York City, 2,550,000; Los Angeles, 1,025,000; Chicago, 995,000; Philadelphia, 903,000; Boston, 787,000.

Ad Council to Recruit Women for Armed Services

A campaign to enlist 72,000 qualified women for the Armed Services has been undertaken by the Advertising Council at the request of the Department of Defense. Women are asked to volunteer to help meet the nation's military requirements which call for increasing the present number of service women to 112,000 by July 1, 1952.

Through the facilities of the Council, an advertising agency will create the advertising materials gratis while advertisers and advertising media will sponsor the advertisements without charge.

Volunteer coordinator of the campaign is Elizabeth Huntington Rice, advertising manager of The Warner Brothers Co., Bridgeport, Conn. Miss Rice, who served with the WAC from December, 1942, to August, 1946, is the first woman to be named a coordinator of a Council campaign since the war.

C. J. LaRoche & Co., Inc., is the volunteer advertising agency with Richard T. Frick, account executive, heading the task force.

The Department of Defense will launch an intensive, nationwide recruiting and information program during the week of November 11, using all existing public information and recruiting facilities of the Army, Navy, Air Force, and Marines.

Commenting on the Council's support of the campaign, Anna M. Rosenberg, Assistant Secretary of Defense, stated: "The impact of this assistance of advertisers will prove extremely valuable in helping us to reach our objectives."

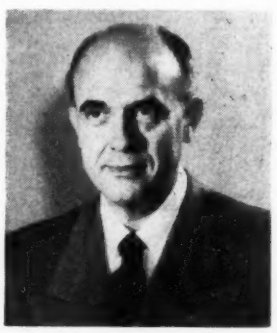
NARTB's Code to Assure Better TV Programming

American television broadcasters, in the culmination of efforts begun six months ago, have taken positive action to assure the nation's television viewers of better programming in the future. This action occurred in Chicago where 80 representatives of television stations within the membership of the National Association of Radio and Television Broadcasters unanimously endorsed the proposed code of television program standards formulated by the NARTB.

With only a few minor changes the proposed code was unanimously endorsed by NARTB's television membership. The code now will be presented to the NARTB Television Board for promulgation. The Board will consider the code at its next meeting in Washington, D. C., on December 3.

Following the balloting, in which there were no dissenting votes, Harold E. Fellows, president of the Association, said, in part: "This code . . . obviously was written for the American people and not for the people who own and operate television stations. This being true, it cannot fail in its purpose . . . to give better TV to more and more American viewers.

The question of a television programming code was first considered by the NARTB at its annual convention in Chicago in April, 1951.



DWIGHT W. NORRIS is named director of development for *Newsweek* and will be responsible for direction of all public relations activities of the magazine.

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Agency: The Randall Company
WFAA (Dallas) 152B
Agency: Randall-Perry
WHAI (Greenfield) 112
Agency: Channing L. Bete Co., Inc.
WHO (Des Moines) 14
Agency: Doe-Anderson Advertising Agency
WHP (Harrisburg) 83
WIOD (Miami) 118
Agency: Robert C. Clarke and Associates, Inc.
WJR (Detroit) 112A
Agency: MacManus, John & Adams, Inc.
WKY (Oklahoma City) 27
Agency: Lowe Runkle Co.
WNAM (Neenah) 156
WOWO (Ft. Wayne) 122
Agency: Gray & Rogers, Advertising
WPTF (Raleigh) 87
Agency: Harvey Massengole Co.
WRBL (Columbus, Ga.) 84
Agency: H. G. Sample Advertising
WSAZ (Huntington) 85
Agency: Tri-State Advertising Agency
WSBT (South Bend) 81
Agency: Lamport, Fox, Prell & Dolk, Inc.
WSJS (Winston-Salem) 162
Agency: Bennett Advertising, Inc.
WSM (Nashville) 64D
Agency: Noble Dury & Assoc., Inc.
WSPB (Sarasota) 120
WTAR (Norfolk) 30
Agency: Evans & Associates Advertising
WWSC (Glens Falls) 140
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Agency: The Gutman Advertising Company
Waldron, Inc. 171
Agency: H. M. Dittman Advertising, Inc.
Washington Times-Herald 109
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Agency: Weston-Barnett, Inc.
Week-End Magazine 158
West Palm Beach Post Times 110
Agency: Jerry De Jaco, Advertising
Winston-Salem Journal & Sentinel 48
Agency: Bennett Advertising, Inc.
Woman's Day 73
Agency: Paris & Peart
Worcester Telegram-Gazette 131
Agency: C. Jerry Spaulding, Inc.

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HUGHES PRINTING CO.
EAST STROUDSBURG, PA.

COMMENT

LAWYERS LOVE 'EM

Ever tried to read—and understand—the fine print in any one of your insurance policies? Chances are you've bogged down in the morass of words, given up in disgust and chucked the policy into the file.

Lawyers love those multi-syllable words and those sentences composed of clause after clause. In fact, they say (from their point of view) they are downright necessary.

Now along comes Robert Gunning to address a few words to the life insurance people on the words they use to describe the product they place in the hands of their buyers. He's the same Mr. Gunning who has had the nerve to show newspaper and magazine editors how to write so more readers could understand them in less reading time.

Says Mr. Gunning: "Insurance companies, it seems to me, are overlooking one of the best programs of advertising and promotion now available to them. And some company is likely to get a jump on all the others by adopting it. The program consists of a single step: drawing up a policy that can be read and easily understood by the average prospect."

While Mr. Gunning flays insurance company attorneys for their insistence on gobbledygook, he doesn't spare insurance sales executives. They have a selling job to do. "Once the legal departments of insurance companies are shown the importance of cutting the fog out of the wording of policies, they will be able to do this without undermining their legality." That's a job for insurance company sales chiefs.

While Mr. Gunning wags his finger at life insurance policies, in this instance, his comments have a moral for all of us. We should examine all of the literature which we place in the hands of our customers to see if we're still so concerned about "us" that we neglect to make the proposition easy for "you," the buyer, to understand.

LONESOME LADY

We suggest a reading of an article in the October issue of *Good Housekeeping*. It's called "I'm a Traveling Man's Wife" and its author is a lady by the name of Mould. We quote just one paragraph:

". . . Let me give you a thumbnail sketch of the position of thousands of women all over the country whose husbands are home only weekends—and often not then. We are both wives and widows. For five or six days of the week, we are widows. Then comes the glorious resurrection, and for one or two days, we become wives. Then—presto!—we are widows again. If you have never played such a dual role, let me tell you that it takes some fancy trapeze work. And in most cases, it isn't done with the greatest of ease. . . ."

Mrs. Mould goes on to describe the loneliness she suffered during the early years of her married life. How she particularly hated the depressing business of eating dinner alone. How she finally faced the fact that she couldn't be dependent on friends. And, finally, what happened when she tackled the problem head-on and developed a philosophy and a routine which overcame her frustration and her sense of insecurity. She *did* overcome both.

It's vital that the sales manager who is directing a sales force understands fully just how critical a human problem this wife-widow business is, and how deeply it can and does affect the morale and productivity of his men. Only recently have we come to recognize that a company doesn't really hire a man, but a man-and-wife team. We are only beginning to learn how to communicate with the salesman's wife: to talk to her about the business and her relationship to it; to show her how to help her husband earn promotions; to reveal to her the true dignity of selling, and its economic importance.

Within the past six months, for example, we've seen what might well be the very first "Manual for Salesmen's Wives," custom-built by an industrial psychologist for a nationally-known company, and done because the sales manager had the wit to realize how badly it was needed.

Where there is one wife like Mrs. Mould who was able to fight out her own battle successfully, there must be five hundred who are not adjusted to the widow-wife schizophrenia, and who are therefore—at least to some extent—working against their salesmen-husbands rather than with them in career-building. The salesman's boss—the sales manager—can, if he will, find practical ways to help.

Whether you have ever consciously thought about it or not, the salesman's wife is on your payroll. Is she, so far as *your* company is concerned, the "forgotten woman?"

OPERATION ENTERPRISE

Seven American "revolutionaries" are now in Europe on a speech-making tour. While they've been invited by their hosts in Leeds (England), Stockholm, Helsinki, Copenhagen, Brussels, Paris, Madrid and London, they are paying their own expenses. Further, they are not out carpet-bagging business for their own firms. In fact, they've volunteered to go to Europe to show European sales executives how Americans sell in America. The idea: to help Europeans earn dollar credits by selling their goods here.

This repeat of the National-Sales-Executive-sponsored tour of typical, small business, American sales executives comes at a propitious time. With the aid of Marshall Plan funds, most European countries have pretty well licked their "productivity" problems. Increasingly, their problem will be to find both export and domestic markets. While the American team will relate everyday instances of American sales techniques, it's likely that the American philosophy of creating desires among domestic users for more goods will not be lost on European businessmen.